

WORLD CUP IMPRESSIONS

From Joe Royle, Phil Thompson,
Tommy Hutchison and John Craggs

SHOOT!

15p

29th JULY, 1978

FOOTBALL LEAGUE
ATTENDANCES
FOR LAST
SEASON

Colin Jackson (Rangers) out-jumps Celtic's
Roddie MacDonald in an "Old Firm" encounter.

WHAT have Terry Austin (Plymouth), Paul Cahill (Portsmouth), Dave Collier (Crewe), Tony Gale (Fulham), Mike Green (Torquay), George Hope (York), Jim Hamilton (Carlisle), Kevin Lock (West Ham, now Fulham), and Phil Neale (Lincoln) in common?

Answer . . . they all scored for both sides in a League game last season.

Austin and Neale went one better than the other seven, though. On New Year's Day their clubs played a 2-2 draw at Sincil Bank, all the goals coming in the first-half . . . Austin (o.g.) and Neale scoring for Lincoln and Austin and Neale (o.g.) replying for Plymouth.

GOING WEST! Millwall midfielder Brian Chambers is ready to join the trek to the U.S. and is expected to link up with his old boss Gordon Jago, now manager of Tampa Bay Rowdies. Brian will be in good company. Goalkeeper Nicky Johns joined Tampa last month for £150,000 and has already justified Jago's faith.

FLEET-FOOTED PHIL

FOLLOWING in father's footsteps is Phil Lythgoe, who played in a handful of games at the end of the season for Norwich.

Phil's dad Derrick wore a Canaries shirt in the early 60's as what would now be called a midfield man, while his son is a winger.

Norwich boss John Bond rates young Lythgoe — he is only 18 — very highly and he certainly figures in City's plans for next season.

The winger made his League debut against Manchester City and scored his first League goal against the other Manchester outfit, United, when he came back into the side in April.

But he had already shown his scoring potential in the Football Combination side and as Mr. Bond says there are plenty of goals to come from his fleet-footed player.

JOHN Anderson, promising 21-year-old Everton winger, has impressed a lot of folk with his speedy runs.

He helped build up this side of his game by doing a lot of running while at St. Anthony's school at Blackley. He even made the cross-country team.

John, who won Manchester boys under-11 and North Area under-14 honours, is a real Lancashire hot pot. He was on Manchester City's books as a schoolboy, while his uncle Eric played for Liverpool in the period 1952-56.

ARSENAL CHASE TWO NEW MEN

BEATEN F.A. Cup Finalists Arsenal are ready to spend big to strengthen their squad for next season as they campaign for European honours in the U.E.F.A. Cup.

The Gunners have their sights set on at least two new players: a top midfield ball-winner and a class full-back.

Ipswich Town and England B star Brian Talbot (right) and Blackburn's brilliant England Under-21 full-back John Bailey are top of manager Terry Neill's wanted list and he may be ready to sell at least one established first team player to raise the £500,000 needed to land the men he wants.

Says Neill: "We have made inquiries for several players and I am obviously hoping to start the season with at least a couple of new faces.

"We had a good 1977-78 and I feel we are just a couple of players short of being in the running for all the top honours next term."



IAN PHILLIPS, the Mansfield and former Ipswich left-back, is always keen to watch his big brother play for Ayr United. His dad, too, also played top-flight football — for Grimsby Town.

The 19-year-old Kilwinning-born Phillips actually played for his county team at rugby and also won honours for swimming.

NEWS DESK

COMPILED BY PETER STEWART

MOVE FOR BRILLIANT BRIAN?

CLIFTONVILLE 'keeper Brian Johnston's brilliant 1977-78 displays largely contributed to The Reds' best campaign for more than 20 years, and the Solitude star's superb performances earned him Northern Ireland Under-21 honours and a senior call-up by Danny Blanchflower for the end-of-term British Championship.

Several Football League clubs are

keen on the Cliftonville 'keeper, whose two-week British Championship spell in the Irish camp meant him taking time off work and, what's more, as an amateur, he naturally couldn't pick up squad fees totalling £300.

But if stardom-bound Johnston enters the big-time of English or Scottish soccer, then he'll earn a lot more money than that!

BUSY PLEAT

AMBITIOUS young Luton boss David Pleat must rate as the busiest manager in the close-season after ringing the changes at Kenilworth Road.

The sale of England Under-21 star Paul Fitcher to Manchester City for £350,000 may have shocked supporters, but Pleat has used the cash to buy defender Mark Aizlewood for £50,000 from Newport, striker Dave Moss from Swindon for £100,000 and full-back Kirk Stevens from Nuneaton for a bargain £5,000.

That still leaves £200,000 in the kitty for new players and he is hoping to clinch three more big deals before Luton kick off the season.



EE PIE ADDIO, WHAT A SAVE!

BOB WILSON, Arsenal's former 'keeper, has saved some pretty sticky shots in his time . . . so he was in his element recently when, all in a good cause, he made a meal of saving custard pies.

Bob found himself "pudding" on

the style during a special "It's A Knockout" competition for charity organised by the Lord's Taverners.

The contest was staged at Fulham's Craven Cottage ground and will be screened by BBC TV next month (August).

FIXTURE CLASH

SUNDERLAND are not happy over their home fixtures clashing with Middlesbrough's next season. Secretary Ron Linney says: "I don't think it is in the best interests of either club. Some people have season tickets for both Roker Park and Ayresome Park."

BILLY ASHCROFT, Middlesbrough's giant striker, has a good luck charm he won't part with — a Liverpool F.C. medallion. The medallion was handed to Billy by a Liverpool fan after Boro had been beaten at Anfield last season.

The former Wrexham star was going through a bad patch at the time and the fan told him: "The medallion might change your luck."

Soon afterwards, Billy ended his three-month goal famine by scoring twice against Newcastle.

SPURS V. BOHS

TOTTENHAM's re-entry into the First Division starts with a visit to Nottingham Forest on Saturday August 19th.

A week before that, however, they complete their short European tour with a game against Eire Champions Bohemians.

This will enable Spurs to have a closer look at Bohs right-back Eamon Gregg, whom they have shown a great deal of interest in.

'SUCCESS OR I GO'

GLENAVON boss Alan Campbell says that, if his trophy-seeking outfit don't land a major honour in 1978-79, he'll relinquish his managerial post.

Mind you, recent history is not exactly on supreme Alan's side, for the Mourneview Park club's last senior triumph was a 1965-66 City Cup win, and they have to go back even further, to 1960-61, for their last really big-time success, an Irish F.A. Cup Final win v. Linfield.

GALWAY Rovers and Thurles Town have been re-elected to the League of Ireland for next season.

They finished 15th and 16th respectively last term, but considering it was their first in membership, application was sympathetically received.

INTER-LEAGUE CLASH

The Scottish League — Irish League fixture, scheduled for Glasgow last March, may now be staged next autumn.

WHY LAMPARD WANTS TO QUIT HAMMERS

ENGLAND and West Ham full-back Frank Lampard (below) is determined to finish his career as a First Division player. That is why he asked for a transfer from relegated Hammers last month (June).

Says Lampard, who has made over 400 first team appearances for West Ham in 13 seasons: "At 29 I may only have a few more seasons left and I wanted to finish at the top."

"I have had a marvellous career at Upton Park, but the time comes when you must look for new challenges and I hope a First Division club will come in for me soon."

Norwich, now managed by his former teammate John Bond, are just one of several clubs willing to give him that opportunity.

● **WEST HAM**, have been given a terrific boost of confidence by their fans. Renewal of season tickets was 94 per cent.



DEMANDING FANS

COSMOS coach Eddie Firmani has been around long enough to know there's no pleasing soccer fans, but he expresses amazement at the reaction of home crowds at the Giants Stadium.

The crowd booted when the Cosmos could only beat East Coast rivals Philadelphia Fury 1-0 and they booed again when their team were only 1-0 ahead at half-time against Washington Diplomats. They finally won 6-1.

Says Firmani: "Talk about demanding! We have the best record in the League, the best anybody has ever had at this stage and still we get hammered by our crowd."

"Since I've been here we haven't lost a game at home. We've got a 100 per cent record and have scored more goals than anybody. "I just don't know what to make of it."

LIFETIME JOB

JOHNNY GILES, playing for Philadelphia this summer, will definitely be returning to his Irish club, Shamrock Rovers, at the end of the American season. And he could be making a long term commitment to the team.

He says: "I've got an option to buy a share in the club so if I do that, it will be a lifetime job. But I haven't decided yet."

"It's more satisfying than League soccer in many ways. I didn't fancy management in England as a full-time thing at all. I couldn't see any end to it, no satisfaction."

"In the long term, I can't see any way you can win at League management. One bad season and you get the boot. I didn't fancy that."

Giles has yet to know failure as a boss. He did a tremendous job at West Brom and his first season in Ireland ended with the club winning the Cup Final and taking fourth place in the League.

CONFIDENT GARY

GARY JONES of Bolton scored all three goals in Los Angeles Aztecs' 2-1 win over neighbours California Surf.



Testimonial Boost

FORMER Villa centre-forward and present youth team coach Keith Leonard is in the middle of a bumper testimonial year.

Already a highly-successful pro-am golf tournament has been held this summer and Keith's committee are looking into the possibilities of a testimonial game sometime next season.

On Sunday (June 25) his fund was given a massive boost when a £15-a-ticket World Cup Final night was held in Birmingham city centre.

Comedians Dave Ismay and Don Maclean hosted an evening which included the Final being shown live on several giant screens, a World Cup dinner with menu including dishes from the participating countries, a raffle and dancing.

A number of Midlands football personalities attended the successful evening.

FOURTH Division stragglers York will go into action next season knowing the whole of the city is behind them — at least on paper!

The club has been given permission to use the York coat-of-arms on its carrier bags and car stickers.

And that has delighted everyone concerned with the club, which was re-elected to the League the other week after finishing third from the bottom.

Manager Charlie Wright commented: "It's given us new heart to hear the club is appreciated by the civic authorities. Now it's up to us to show their trust is not misplaced."

SOCCER IN THE STATES

Jones started off with an own-goal but then scored twice for his own team to give them a second successive home win.

Says Jones: "It was nice to get the goals because I've been a bit of a disappointment here. It's been difficult for me because I've been used to playing in a winning side at Bolton and coming into a struggling team wasn't easy."

"I've always been able to score goals but they've been wanting me to play as target man here. In England, I usually play off somebody else. After those goals, I'm a lot more confident and I think it's time I started showing people what I can do."

"As a new boy, I didn't want to take on too much responsibility. But it may be better if I started getting a little selfish now."

SWOP

CHICAGO STING have made a unique agreement with Sao Paulo, one of the top Brazilian sides.

The agreement is for the clubs to arrange tours for each other and to establish an exchange programme for youngsters. Also they want to exchange information on training techniques.

With the Sting having such a poor record in the NASL this season, they ought to also arrange a player swap — as quickly as possible.

MEETING THE BOSS

ALAN BALL, recently appointed player-coach of Philadelphia Fury, talks with the club's owner rock-star Rick Wakeman after a recent game.

BRIGHTON REJECT AJAX

BRIGHTON have turned down the opportunity of meeting the famous Dutch club Ajax at the Goldstone Ground on August 12th.

The giants from Holland asked for a £10,000 guarantee and Brighton refused to pay it.

Manager Alan Mullery said: "There is no way we could meet that kind of guarantee. We would have needed an 18,000 attendance just to break even."

Instead, the Hove supporters will have First Division Queens Park Rangers as visitors on the day Brighton refused to go Dutch.

York's scheme to raise cash is to have bags and stickers emblazoned with the coat-of-arms and the slogan, "Support the City."

Local councillor John Clout, chairman of the committee which granted the club permission, said: "We are all anxious the club's future should improve and to give it our moral support."

Councillor Steve Galloway said: "The club gives a lot of enjoyment to a lot of people — although infrequently!"

York's big hope is that attendances, which averaged a mere 2,089 last season, will improve this coming winter.

'MR. MAGIC'

VANCOUVER WHITECAPS have enlivened their training sessions by introducing an award that no one wants to win.

It's a bright orange T-shirt with "Mr. Magic" emblazoned across the front and "I was a Superstar" across the back. It's presented every day to the worst player in training and the unlucky recipient has to wear it the following day.

The player is voted into the shirt by the players on the winning side after each day's practice match.

HARRY REDKNAPP, former West Ham winger, has been appointed full-time reserve coach at Seattle, a rare position in the States.

But Seattle have one of the best youth programmes and by boosting their second string now, they'll be more prepared than most for 1980. By then, under NASL rules, every side must field a reserve team.

Says Redknapp: "We must get players younger if we are going to instil good habits into their play. If they come to us as 22, after they've finished college, it's too late."

"Many college players get questionable coaching and only get the chance to play against inferior opposition. It's much better if they can work out with professionals."

"It's getting better all the time. We see more and more kids picking up the game at a much earlier age. We could keep going back to England to fill in places on the team but there's much more satisfaction in grooming our own players."

KISSINGER TAKE OVER?

DESPITE denials, the rumour persists that Henry Kissinger will take over as chairman of the NASL.

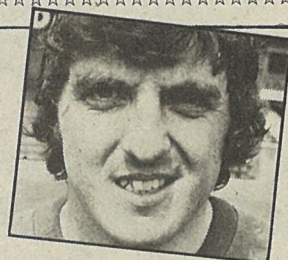
Soccer nut Kissinger, America's former Secretary of State, has often been seen at Cosmos games.

League commissioner Phil Woosnam said: "It would be a great honour if Dr. Kissinger would consent to being officially associated with us."

HURRICANE STILL BLOWING

HOUSTON HURRICANE have won the right to keep using their name, and struck a blow for men's lib at the same time.

The club were sued by a women's team of the same name who wanted the pro club to be forced to call themselves something else. But the court ruled against the 'fair' sex.



SAME PATH

FEW English players are transferred to Scottish clubs, but the exception to the rule appears to be the members of the Latchford family.

Peter Latchford was transferred from West Bromwich Albion to Celtic and now his elder brother, Dave (above), has followed the same path.

He has been signed by Motherwell from Birmingham City for £15,000.

At Motherwell he will be joining his old Birmingham colleague, Roger Hynd, who is now manager of the Scottish club.

Latchford said: "I'm looking forward to the new challenge. I have not exactly enjoyed my soccer over the past two seasons with Birmingham due to a combination of reasons."

● **CELTIC** recently rejected a £50,000 Motherwell bid for their winger Paul Wilson.

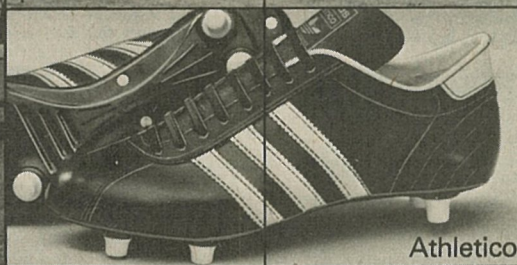
adidas for soccer



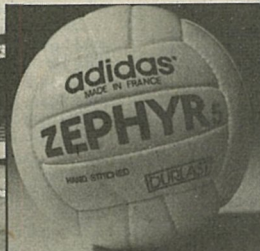
Nottingham Forest



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The all-sports people

THIS WAS the first World Cup in years with no well-known star players such as Pele, Cruyff, Beckenbauer, on show, but for a small minority of men in the soccer world, yours truly among them, our eyes were on the referees. Here were some 35 of the best refs in the world, including Argentina's top three officials.

What really did we as referees learn from them? They were all very fit, especially the French referee Robert Wurtz. I think he covered more ground than any player in the tournament.

Our own Pat Partridge, in the only game he refereed, smiled his way perfectly through it, dealt with all situations as they arose admirably, cautioned the respective players for deliberate acts (even the goalkeeper cum full-back) and came through tops.

Scotland's John Gordon dealt firmly with all situations and must have had the loudest whistle in the competition. Clive Thomas, our Welsh representative, was only really noticed when he blew for full-time — then Brazil scored, and everybody except Sweden thought they hadn't heard the whistle and wanted a goal!

But by the media of television it was clear to all the three long blasts of the whistle which ended the game came whilst the ball was in the air approaching the Swedish goal.

I believe the time-wasting tactics by the Brazilian forward who was taking the corner indicated that they were pleased to accept a draw — until the ball entered the net after the full-time whistle.

Another ref who did well was the Brazilian Arnaldo Coelho. Although he works for his brother or brother-in-law in the time when he is not refereeing, this man must be almost a full-time referee, as we saw in a recent documentary on T.V. The man who impressed me most was the Spaniard Angel Franco Martinez, who controlled the Italy v Holland game. He didn't miss a thing, his on the spot deci-

VERDICT ON THE MEN IN BLACK

From Tony Glasston, a respected Football League referee, who made a careful study of refereeing in the World Cup Finals.

sions were firm, he had a no-nonsense attitude, cautioning players for deliberate acts, and he appeared to me to get over to them what we here in England try to do. A spirit of fairness and honesty.

One other thing which stood out was the attitude of all referees in respect of the injury problems. It seemed to me that most players with "broken legs" etc seemed to get fit a lot quicker when they discovered that they would not be receiving treatment.

On Sunday, the 25th of June, I along with millions of viewers sat down to watch the ultimate — the World Cup Final between Argentina and Holland. This was to be the showpiece of the competition. We had listened to the T.V. experts, and then... chaos... first a long speech, then the Argentinians kept everyone waiting until they finally appeared, then we were told there was a hold up because the ball wasn't right, then Willie Van der Kerkhof's plaster cast was not acceptable, although he'd played in the previous game with it on. Only when the Dutch player reappeared from his dressing-room and everybody agreed that the arm was properly padded did we get away to a start, only for it to be pulled up after 50 seconds for what I would describe as a deliberate trip.

This was to be the general pattern of play for the next 120 minutes, together with deliberate handling of the ball. It was interesting to note that it appears that the English League are the only body to condemn the deliberate handball situation and caution accordingly.

Then the final whistle. The presentation ceremony was prolonged by yet another long speech, then the trophy was presented to the Argentine footballers, with Holland nowhere to be seen. For me there was no sportsmanship in this Final, and I, along with several of my colleagues, was glad when the programme finally ceased. Other than a couple of exceptions I remain of the belief that our own British referees are surely "tops".

Welsh referee Clive Thomas (right) disallowed a Brazilian goal v. Sweden during the World Cup Finals.



IMPRESSIONS OF



France (light shirts) were very much the unlucky side of the World Cup tournament. They played some tremendously exciting football, but did not receive the awards they deserved.

In the Final, Holland were erratic in their finishing, but unlucky not to win. The referee seemed to lean towards Argentina, but Holland often made themselves vulnerable at the back by having too many men up-front.

And the Dutch were faced with a fine goalkeeper in Argentina's Fillol, whose handling was first-class, also his ability and judgment. Usually, South American goalkeepers prefer punching away crosses, but Fillol held them.

Overall, the standard of goal-keeping was so-so, certainly not as high in the World Cup as in the English First Division. The quality of the refereeing was good, until the Final.

'FRANCE ALWAYS THRILLED ME'

PHIL THOMPSON (Liverpool)

THIS was a fabulous World Cup, with Dirceu of Brazil as my man of the tournament. I thought he stood out in a Brazilian side that did not have the best of luck in the competition, as they didn't lose a game, but still failed to win anything.

I believe Brazil were better than Argentina when the two teams drew 0-0, and I would have tipped the Brazilians to win if they had met Argentina in the Final.

Also, although Argentina were not undefeated on the way to the Final, they emerged as winners of the World Cup — which is why I feel it should return to being decided on a knock-out basis.

For me, the side that always thrilled me when I saw them in action was France. Everything they did had class stamped on it, and it was a tragedy they had to go home so early.

On the other hand, West Germany were a big disappointment to me, and a lot of work lies ahead of them in re-constructing their team.

For example, the Germans were well behind the Italians in all-round ability, and Italy, like France, could say the ball did not run sweetly for them.

Passing on to individual players, I admired the ability of Ruud Krol for Holland, and Mario Kempes and Ardiles for Argentina. Yet the Argentinian I rated most highly was skipper Passarella — he was great as a defender and dangerous when he moved up into the attack. And right through the Final against Holland, and into extra-time, Passarella set a tremendous example to the rest of his team.



What was particularly eye-catching was the incredible shooting during the tournament, I would like to see a television re-run of every goal that was scored with a shot from outside the box — and I think the type of ball used contributed to it.

Perhaps it was the panelling on the ball, but whatever it was, it encouraged the players to shoot from all angles — the European sides did more of it than they would ordinarily do.

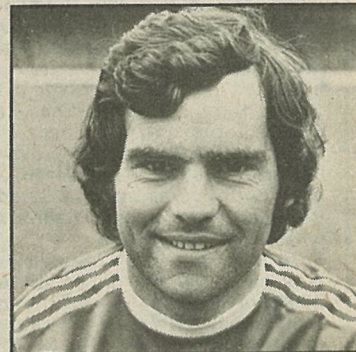
Off the field, the behaviour of the crowds has been praised — but when Brazil were faltering early in the competition I believe there was almost a crisis in their country. And I would prefer to see how the Argentinian fans behaved when their team was having a bad time, before passing judgment on them.

Lastly, Scotland erred in being over-confident beforehand — they put extra pressure on themselves from the start.

Four British stars comment on the World Cup Finals

I WAS disappointed with the World Cup in the Group One matches, but enjoyed Group Two. And the two teams who impressed me most throughout the tournament were Argentina and Italy.

Looking back, I don't think there was much that British teams could learn from it all, though there were players in the Argentinian side who could set an example to most



JOHN CRAGGS

(Middlesbrough)

'A HIGH LEVEL OF SHOOTING'

for their approach work and deadly finishing.

Mario Kempes, Leopoldo Luque and Daniel Bertoni were key-men for Argentina, and I rated Kempes outstanding player in the World Cup.

In general, the South American teams were excellent at attacking, but inclined to be suspect in defence when the pressure was on. The European sides, who also attacked well, and with control, were better in defence — and Holland and West Germany were particularly good at the back, where they were difficult to break down.

But I didn't find a great difference in the play of the European and South American teams. Although the talented Brazilians were very clever at taking free-kicks, not only in the way they varied their approach to them but also with their ability to swerve the ball.

And the shooting in the competition was of a high level, including some lethal long range efforts by the Dutch.

In addition to their shooting, the Dutch players got top marks from me for the ability to attack and then switch immediately to the defensive when necessary. I thought Holland were first-class in Group Two, with Johan Neeskens in terrific form for them. Italy, too, were good, without finally living up to their promise.

Apart from in the Final, I found the standard of refereeing to be very high, though I think future World Cup tournaments should revert to a knock-out system in the

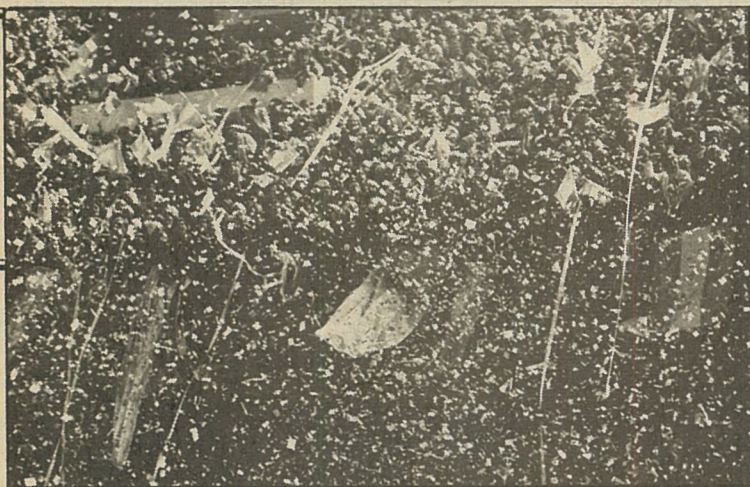


Poland's goalkeeper Kukla has no chance with this superbly executed free-kick by Brazil's Nelinho.

final stages. At present, the system makes it more of a League than a Cup competition.

And on reflection, the World Cup did teach us something — not to under-rate the opposition. I believe Scotland thought it was going to be easy in their Group, and this was a mistake.

ARGENTINA '78



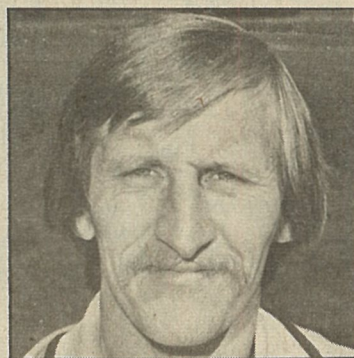
'MARIO KEMPES— A MATCH-WINNER'

TOMMY HUTCHISON
(Coventry City)

MY impressions about the World Cup were that, in general, it lacked big names. For example, most fans would find it difficult to remember two players in the present Brazilian side, in contrast to the days when Pele was one of several stars for them.

But I did think that three of the Argentinians were outstanding — these were Mario Kempes (above, scoring v. Peru), Daniel Bertoni and Luque. It was the pace, skill and power of these three players inside the opposing penalty-area that impressed me tremendously. European teams often break down when their attack reaches the edge of the box, but it was at this stage the Argentinians were most dangerous. And if there is one thing in particular I believe British teams could learn from the South Americans, it is skill.

Not that I considered Argentina to be in world-beating form in the Final, as I've seen them play better. But they did have three match-winners in the men I have mentioned, though Holland, in my opinion, suffered from some poor decisions by the referee. And one of the Dutchmen, Arie Haan, showed the fans what shooting is all about. In fact, the overall quality



of the shooting in the World Cup was very good.

Holland, who played so well in the Final, stood out with Italy as two teams who served up some brilliant football in the competition, although Italy again fell short due to their defensive mentality. Brazil were disappointing.

About Scotland — I think it would have been better if they had spent two months together before the World Cup, and if they had not had to play in the British Championship. By beating Holland, they indicated they play better against European sides. And the two teams Scotland didn't do well against, Peru and Iran, were made up of very ordinary players.

'SOUTH AMERICANS NOT SUPERIOR TO EUROPEANS'

JOE ROYLE
(Bristol City)

IN THE World Cup, Italy get my vote as the best team, technically, in the competition. But the Italians failed to reach the Final, and once again their downfall was brought about by their fatal weakness — temperament. When Benetti, who I thought the best player in the tournament, was booked against Holland, he knew he would miss the Final and from the time he was shown the second yellow card his performance suffered. And with Benetti ineffective, the rest of the Italian side fell apart.

Holland played well against Argentina in the Final, and the winners didn't convince me they were the best side in the World Cup. But they did have Passarella, Ardiles, Kempes and Fillol — and it was Fillol who proved to be the best goalkeeper in the competition. In England, there are ten First Division 'keepers who are good enough to represent their country, but in South America a goalkeeper of Fillol's class is a rarity.

France were very unlucky to have to make the early trip home, because they have become a highly-talented side again over the last four or five years. The French resurgence coincides with the rise of St-Etienne, following years in the wilderness after their out-



standing national side of the late 1950's, and I was disappointed when France failed to go further in the tournament.

West Germany also failed to make an impact, but unlike the French, the Germans were badly organised. I had previously thought their preparation, approach and tactics would be well thought out, but it seemed the opposite was the case.

Perhaps my outstanding impression of the World Cup was the fine shooting — and I believe the climatic conditions in South America had a lot to do with it. Over there, the air is thinner and clearer than in Britain, and the ball can be made to bend and do all sorts of things. Certainly, the European and South American sides were regularly on target, and often from long range.

One important point emerged — in spite of British players being told for years that the South Americans could teach us a lot about skill, I didn't think them superior to the European teams in this respect. Brazil, frankly, disappointed, especially when compared with some of their great teams over the last 20 years.

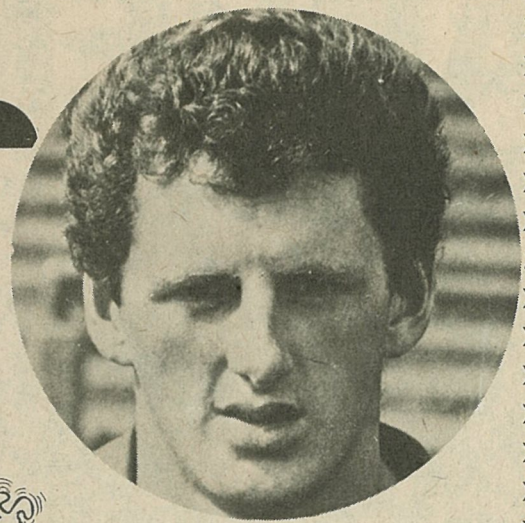
Scotland's performances against Peru and Iran were a disappointment too — and it was incredible to believe that the Scottish side that beat Holland could have failed so badly in their previous games.

The Italian referee in the Final never seemed to get to grips with a match which everyone knew beforehand would be full of atmosphere and need firm handling — to me, Clive Thomas has all the qualities that would have made him the best choice for that match.

Holland (light shorts) played very well against Argentina in the Final. Although losing to the South Americans, Holland fought all the way to compete with the Argentinians.



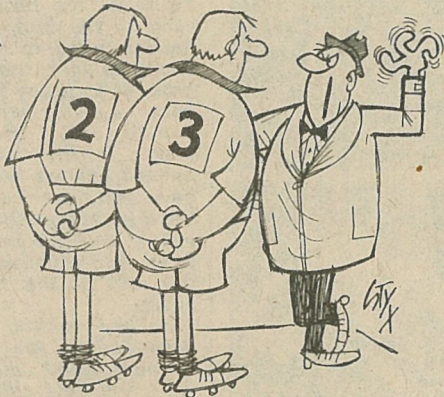
FOOTBALL FUNNIES



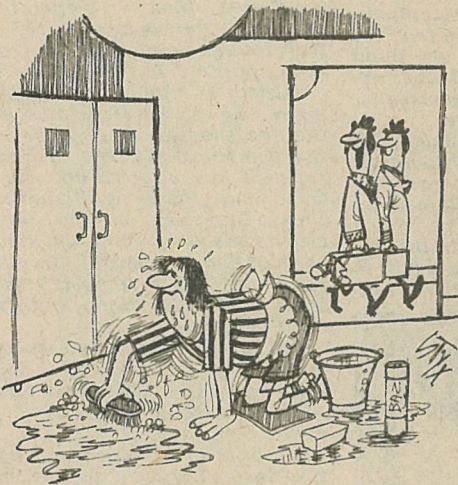
This week Oldham's STEVE TAYLOR selects the jokes specially drawn by our cartoonist Styx.



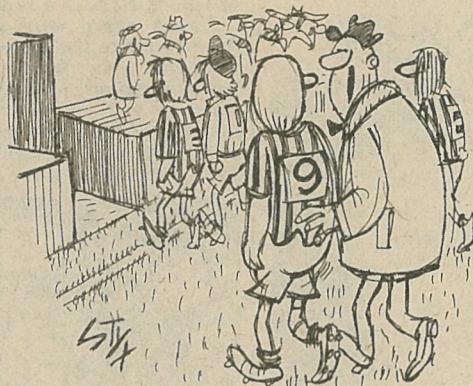
"And I'm booking you as well — for tugging at my sleeve"



"While I applaud the goal you each scored, I would like to point out we lost 8-2"



"Never thought I'd see the day our £350,000 wonder boy would be penalised for being five minutes late for training"



"Thought I'd better come and lead you in — in case you couldn't find the tunnel"

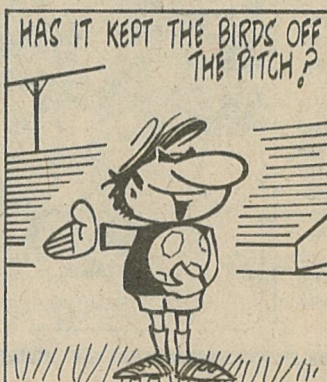


"Of course I'm wearing it. I get fed-up with the fans stroking my head as I run out through the tunnel!"

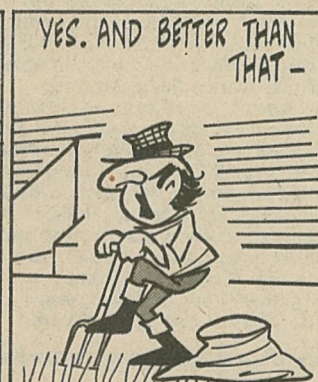
NOBBY



I LIKE YOUR SCARECROW, GROUNDSMAN



HAS IT KEPT THE BIRDS OFF THE PITCH?



YES. AND BETTER THAN THAT —



THEY'RE BRINGING BACK THE GRASS SEED THEY STOLE LAST YEAR!

'The switch men'

A CHANGE is as good as a rest", or so the old saying boldly declares. And applied to certain footballers, it would appear that particular adage has contributed to some considerable success stories.

Being switched from one position to another by a shrewd manager, who thinks he's seen something in a player's game which would make him better suited to another role, has undoubtedly been the making of more than one footballer.

Arguably, the most famous of all latter-day 'Switch men' was Geoff Hurst. If only for the fact that in 1966 his goals helped bring soccer's most prized possession, the

ligence, could make space, and chances for others.

But it was those three goals against West Germany which brought him the world wide acclaim previously he could only have dreamed of.

Sticking with strikers, the next most obvious success story has been that of Malcolm Macdonald.

He began modestly in the game as a left-back with Tonbridge, of the Southern League, where Harry Haslam was the manager.

Happy Harry played his youngster in various positions, to give him all-round experience. But even then, Malcolm had the feel for the striker's role.

"I first knew I had the scoring

in the Southern League.

England's current skipper, Emlyn Hughes, hasn't always operated in the middle of the back-four, as he now does so effectively for his country, and his club, Liverpool.

He was a right-back with Blackpool when the legendary Bill Shankly signed him up for the Merseyside club after only 28 League games.

£65,000 was the fee that raised a few eyebrows at the time, especially as the canny Scot decided to push the youngster forward into midfield. But, as so often was the case, Shankly's judgment was proved correct, and Hughes performed with considerable distinction in the middle of the park for The Reds for a number of years. Until, that is, Shankly decided to move him yet again — this time into his current back-four role. Another master stroke, borne out by Emlyn's performances over the past few years.

In 1974, Shankly's final deal as Liverpool manager was to snap up Ray Kennedy, who was a big,

went to his club as a striker, back in 1973.

Tommy Docherty, the Old Trafford manager at that time recalled: "I bought Lou, from Celtic, purely as a goalscorer.

"I was aware that in various other instances, players from Scotland had taken time to settle down in English football. But I felt sure Macari was one of the few who could adjust straight away. But I was wrong."

Macari struggled up-front, and the criticism he received clearly began to affect him. Then The Doc bought Stuart Pearson from Hull City, and it looked as if the diminutive Scot was on his way out. Instead, he was moved back into midfield, and the transformation was immediate.

"Lou had always argued that he would be more effective in a midfield role, drifting up from deep and scoring goals that way," said Docherty. "And he was right."

Moving across Manchester, to Maine Road, it's interesting to note that Joe Corrigan, that mountain of a goalkeeper who has performed so superbly for City over the past few years, could well have found himself scoring goals, instead of stopping them.

"When I was a youngster, playing for my local junior school, they shoved me up-front as a central striker," explained Joe. "It was during the age of the big, bustling centre-forwards, you see, and I suppose, because of my size, I fitted the bill perfectly.

"I've got to admit, I quite enjoyed myself, too.

"Then, after passing the 11-plus, I went to a grammar school where they didn't play football at all, only rugby.

"It wasn't until I was 16 that I started to pick up the soccer threads again. Then a relation of mine asked me to join a team he managed — as a goalkeeper. And things just developed from there."



Left... Malcolm Macdonald, now one of England's top marksmen, began his career as a full-back.



Right... Lou Macari is more effective as a midfield player.

World Cup, to England for the very first time.

Geoff was very much a run-of-the-mill half-back with West Ham, until his manager, Ron Greenwood, decided to pursue a gamble by playing him up-front.

"It was just after the start of the 1962-63 season," recalled Hurst. "Ron asked me to see him, following a particularly bad performance in the reserves.

"I felt sure I was in for a rollicking. But that wasn't the case at all. 'I'd like you to have a go in the attack for me against Liverpool on Saturday,' Ron explained. 'I want someone who is big and strong, and not afraid of work.'

"He promised not to hold it against me if things didn't work out. 'It's my judgment I'm risking, not your status with the club,' he assured me."

The Hammers won 1-0, and although Hurst was honest enough to admit that he didn't think he was a roaring success, his manager was more than satisfied, and so the experiment continued.

Thus, from such a humble beginning, Hurst became the prototype of the modern-day striker. An extremely mobile target man who could not only score goals for himself, but with considerable intel-

knack when I stood in front of goal, and knew what to do without panicking," he recalled, in typical confident manner.

Even so, it wasn't until he went to Luton, after a pretty disastrous spell at Fulham, that he really hit the headlines — and the goals.

The Hatters' manager at that time, Alec Stock, played Malcolm as a stop-gap striker in some pre-season friendlies — and immediately recognised he had someone special on his books.

Stock gave Macdonald his head, and the number nine shirt for that season, and 'Supermac' responded by notching 28 goals, increasing that total to 30 the following season.

The rest is just history now, as Malcolm has continued his goal-scoring feats, first for Newcastle, and now Arsenal, totalling transfer fees of over £½ million on the way. Not bad for a converted left-back

strong battering-ram of a striker with Arsenal at the time.

But it was left to Bill's successor, Bob Paisley, to discover Kennedy's talent for a midfield role.

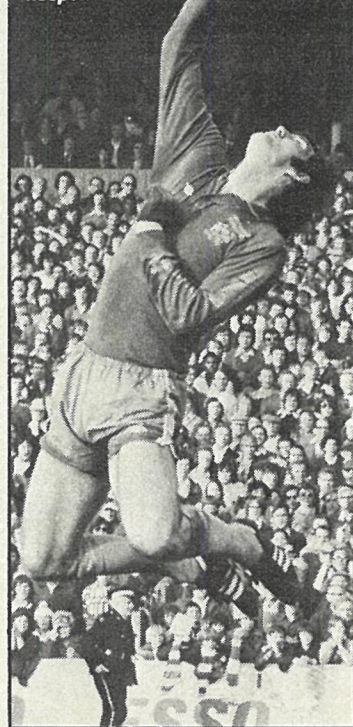
A move which Ray viewed with some apprehension at first.

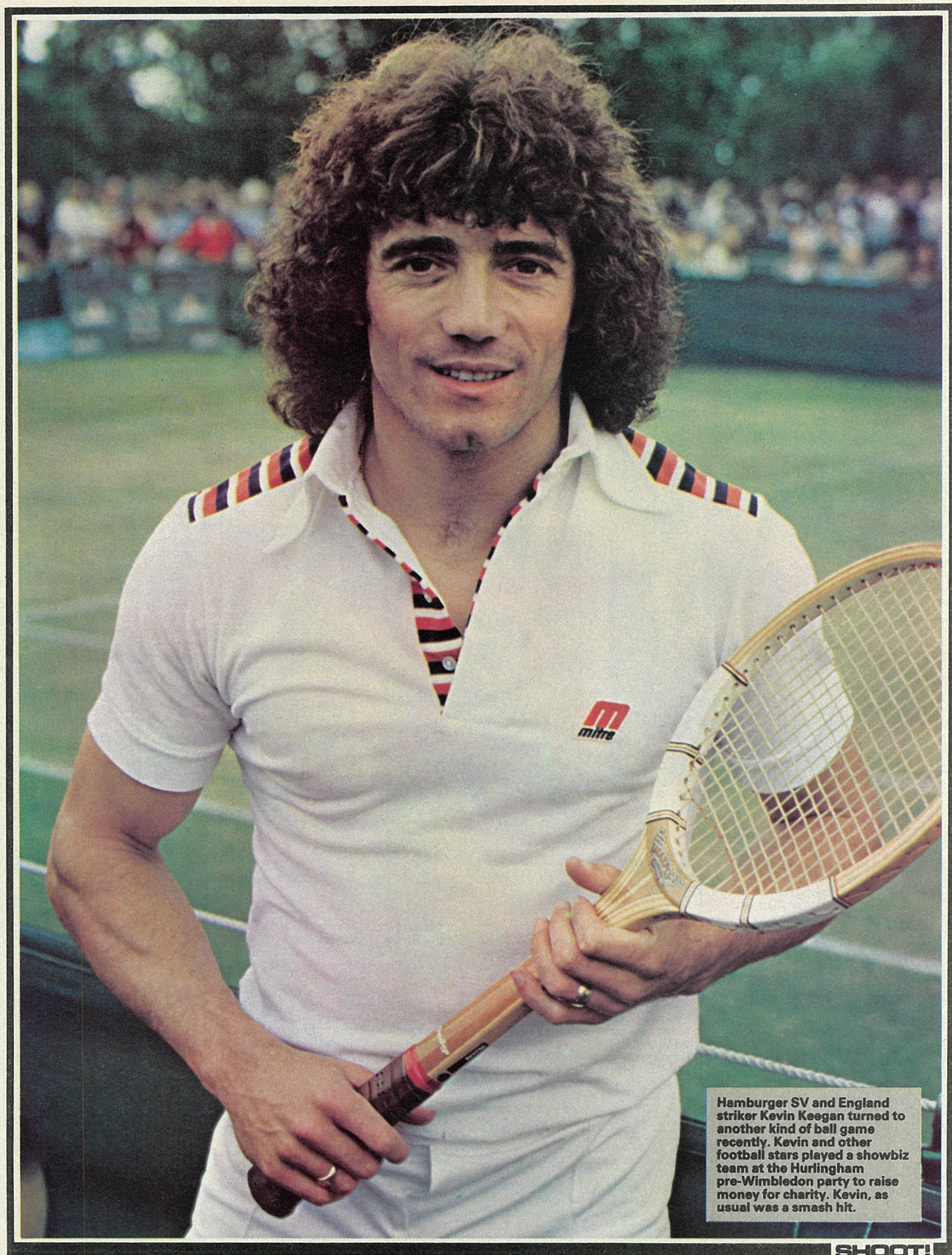
"I didn't really know much about what was going on for my first few games," he admitted. "Very often I found myself challenging for the same ball as a team-mate, and I was continually getting myself out of position.

"But as time went on, the pieces gradually began to fall into place. I learnt to react to things going on around me, and also started making things happen myself.

"I even found time to get forward to notch a few goals into the bargain." Now, of course, Kennedy is regarded as one of the top midfield players in the country. So too is little Lou Macari of Manchester United who, like Kennedy, first

Joe Corrigan may well have been a goalscorer instead of a goalkeeper.





Hamburger SV and England striker Kevin Keegan turned to another kind of ball game recently. Kevin and other football stars played a showbiz team at the Hurlingham pre-Wimbledon party to raise money for charity. Kevin, as usual was a smash hit.

SHOOT!

Manchester United's Joe Jordan (left) and Micky Droy, Chelsea's giant defender, challenge for the ball during a League match at Stamford Bridge last season.



SHOOT!

PETER BEAT RAY-

When it came to goalkeeping shut-outs

RAY Clemence and Peter Shilton have been rivals for the England goalkeeping spot for some time.

Yet it was not only the England jersey that provided an interesting tussle all of last season between these two outstanding 'keepers.

The battle was in shut-outs in League games in the First Division as both players fought to lead in the race for the most clean sheets in the First Division.

While Clemence can claim to be

a clean sheet in 22 out of his 40 League appearances as Liverpool finished in second place.

But Ray can look back on last season and claim one goalkeeping record. He was the only 'keeper to keep his goal intact in five successive matches last term. This came at the end of the season, so he could still add to that total when battle commences again in August.

It may have been a coincidence, but George Wood was third in the list of goalkeepers with 19 shut-outs, and it was his club Everton who occupied third spot in the First Division as the 1977-78 campaign ended.

Of the 40 goalkeepers who appeared for First Division clubs — and that figure includes England Under-21 'keeper John Middleton who played both for Forest and Derby — spare a special thought for Mark Wallington.

The Leicester City 'keeper kept his goal secure in 12 of his ever-present 42 League matches. It makes you wonder how City would have got on with a few more goals scored last season. Their 24 League goals was an all-time low for the First Division.

Wallington's performance was in marked contrast to West Ham and Newcastle United, the other two relegated teams. Newcastle had three goalkeepers in their First Division campaign and could only achieve six clean sheets between them. While West Ham, who in the previous 20 seasons had made more come-backs than Frank Sinatra, finally fell over the cliff into the Second Division and with Newcastle shared the lowest shut-outs total.

Which only proves that the trouble with being a goalkeeper is the fact that the buck stops with the man in the green jersey!



Left . . . Peter Shilton was in brilliant form for League Champions Nottm. Forest last season. Above . . . George Wood could not keep a clean sheet when they met Arsenal at Highbury. Arsenal won 1-0.

first choice for his country, it was Shilton who kept his goal intact on most occasions as Nottingham Forest swept to the League Championship.

Out of the 37 League games he played for Forest, Shilton helped ensure the opposition ended goalless in 24 of them. Add the one shut-out in three games for Second Division Stoke City before his transfer last September, and it was an amazing performance by the goalkeeper who won the P.F.A. "Player of the Year" trophy last season.

Not that far behind in second place was Ray Clemence, who kept

Team	Goalkeeper	No. of League shut-outs appearances		Man. City	Joe Corrigan	13	42
Arsenal	Pat Jennings	14	42	Man. Utd.	Alex Stepney	4	23
Aston Villa	Jimmy Rimmer	14	42		Paddy Roche	4	19
Birmingham C.	Jim Montgomery	11	42	Middlesbrough	Jim Platt	5	22
Bristol City	John Shaw	7	42		Pat Cuff	4	10
Chelsea	John Phillips	3	11	Newcastle U.	David Brown	4	10
	Peter Bonetti	8	31		Mike Mahoney	1	24
Coventry C.	Jim Blyth	8	40		Steve Hardwick	2	9
	Les Sealey	Nil	2		Kevin Carr	3	9
Derby Co.	John Middleton	7	34	Norwich City	Kevin Keelan	7	26
	Colin Boulton	1	8		Roger Hansbury	4	14
Everton	George Wood	19	42		Clive Baker	Nil	2
Ipswich T.	Paul Cooper	12	40	Nottm. Forest	Peter Shilton	24	37
	Laurie Sivell	Nil	1		John Middleton	2	5
	Paul Overton	Nil	1	Q.P.R.	Phil Parkes	7	31
Leeds U.	David Harvey	11	25		Derek Richardson	2	11
	David Stewart	2	17	W.B.A.	Tony Godden	14	42
Leicester City	Mark Wallington	12	42	West Ham	Mervyn Day	3	23
Liverpool	Ray Clemence	22	40		Bobby Ferguson	3	19
	Steve Ogrozcic	1	2	Wolves	Paul Bradshaw	7	34
					Phil Parkes	2	8

ENGLAND'S brilliantly-executed demolition of World Cup Finalists Hungary, at Wembley last May, coming on the heels of a victorious march to the British Championship and a highly-impressive performance against Brazil, who were lucky to get away with a 1-1 draw, clearly demonstrated Ron Greenwood's thoroughbreds will provide formidable opposition for any national side in the world.

England has certainly been in the ascendancy since the new boss took over from Don Revie. Of the nine games played under his command, the current British Champions have won six, drawn two, and lost one, a record of progress that has restored pride and sparkle to the face of English soccer.

Equally important, Greenwood has fashioned a squad brimming with skill, confidence, and team-spirit, an array of players so talented that, in practically every position, the man in possession daren't lose his foothold in the side.

One outstanding exception to this sort of pressure is the big, iron-hard Manchester City centre-half, Dave Watson, whose supremacy at the heart of the England defence is undisputed, and unchallenged.

When the City skipper lined-up against Hungary, it was the 34th

Dave Watson makes a successful tackle during England's 4-1 win against Hungary.



'England would have done well in Argentina'

declares DAVE WATSON

time he had worn his country's jersey in a full international, a splendid tribute to his ability, character, and consistency, especially when you recall the constantly-changing structure of the national team during Don Revie's reign.

Watson, magnificent in the air, and as slick as they come when the ball has to be moved around on the grass, is very much the lynchpin of the present England outfit.

Though Dave admits to feeling envious when he reads and hears of the massive financial benefits some stars have enjoyed by moving from one club to another, in England, in Europe, or the United States, his allegiance to Manchester City and his country is total.

There were even reports recently of his move to the Continent.

"Why should I want to leave Maine Road," says the man acknowledged to be the best centre-half in Britain, "when I'm perfectly happy there? City have been a good club for me, both from a playing angle, and financially. I'm sure we will be one of the teams to watch next season.

"Young Paul Futcher from Luton will be a tremendous asset to us in the coming term, and I'm certainly looking forward to playing alongside this very talented lad.



Dave in action for Man. City.

"I just cannot understand the attitude of players who give the impression they are bigger than the national side.

"Believe me, every one of my England caps have been very special to me, and I only hope I will still figure in Ron Greenwood's plans next season.

"Like everybody else in the squad, I was choked we failed to qualify for Argentina, because I'm convinced this England team which Mr Greenwood has so shrewdly and patiently created would have done well out there and proved a real handful for some of the countries taking part.

"From a rather shaky start, we've made a tremendous impact on the international scene.

"We've beaten Italy, given West Germany the fright of their lives in Munich, when they scrambled away with a 2-1 victory, played really well against Brazil at Wembley, where some of the South Americans performed like street fighters to escape with a 1-1 draw, won all three games in the British Championship, and topped the lot with a cracking display against Hungary.

"Make no mistake, England are back at the top, and what's more, the leading soccer countries have a new-found respect for us, and the type of football we are playing.

"The fans too, are really getting behind us, and this was very apparent in the match against Hungary. With that support I'd fancy our chance against any national side in the world.

Dave Watson, the quiet man of this vibrant and exciting England squad will indeed be the sheet-anchor of the side Greenwood is grooming for the European Championship which begins in September.

The 31-year-old City skipper modestly admits he has doubts about still being around in the number five spot when his country faces up to the World Cup challenges of 1982, but there is a ringing optimism in his voice as he emphasises how much he would love to play for the England team that wins the European Championship in 1980!

"It could be quite a year for 'old man' Watson in 1980," chuckles Dave. "Leading City to their second League title on the trot, and playing in the side that won the European Championship. Now, that would be something!"

Dave Watson will be 35 when World Cup fever grips us by the throat again, and despite his uncertainty regarding personal involvement in it, his could be the first name to go down in Ron Greenwood's sheet.

'THE PRESSURE

RAY CLEMENCE

talking soccer

'Wolves had to fight hard to stay in the First'

There is another sort of pressure which thankfully we are spared — that imposed on clubs fighting to avoid relegation or to climb back into a Division from which they have dropped.

Unless some readers are under the mistaken impression I've never suffered the harrowing experience of being in such situations, I'll remind them my previous club was little old Scunthorpe United, in the Fourth Division.

We were continually haunted by the prospect of dropping into the bottom four and having to apply for re-election.

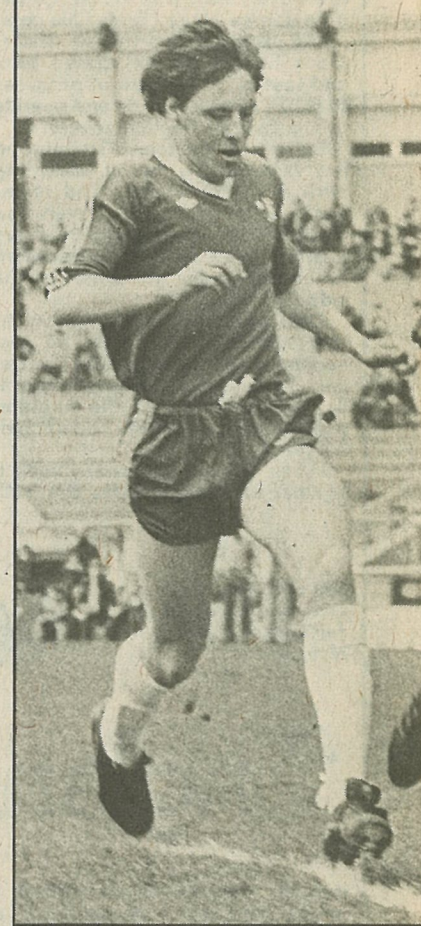
The introduction of the three-up, three-down system of promotion and relegation from the First and Second Divisions for the 1973-74 season has obviously made life harder for more clubs to maintain their status.

No longer can they settle for safe, mid-table positions around Easter time, sure of holding a place in their Division, but have to keep fighting doggedly for points right up to the final whistle in their forty-second match.

On the other hand, better-placed clubs have had the opportunity to aim for a third promotion spot, which in my view has made the whole thing worthwhile.

Clubs still bounce back and forth between the Divisions — too good for one, yet not good enough for the other — but that happened under the previous system, too.

Nottingham Forest are the most convincing vindication of three-up,



three-down, coming up in 1976-77 in third place and astonishing everyone by running away with the Championship without faltering once. A tremendous feat.

Wolves, Second Division Champions in 1976-77, had to fight hard to keep a foothold, as did runners-up Chelsea.

The only team among the rele-

"PRESSURE" is a word you hear continually in football. It's often uttered in such a way to elicit sympathy from the listener, implying that the speaker is being unfairly subjected to an excruciating form of mental torture.

But "pressure" is what the game is all about. It's what drives players on to win Cups, Championships and promotion.

The tradition Liverpool has built up means that my team-mates and I are expected to continue to bring honours to Anfield season after season, as though on some conveyor belt.

We thrive on being relentlessly thrust into maintaining the high standards we have set ourselves, and which last season rewarded us with our second successive European Cup success — a unique achievement in the annals of British football.

Fourth are First

Can you tell me the highest scorer in Football League games last season?

ANNA FRENCH, AUSTRALIA

● The best, Anna, was 32 goals — a total achieved by Fourth Divisioners Steve Phillips (Brentford) and Alan Curtis (Swansea).

In the First Division, Everton's Bob Latchford ended up with 30 goals — a total which won him a substantial prize from a national newspaper.

But times change — and, good though those feats were, they're still a long way off the 60 goals in 39 First Division games scored by Everton's famous Dixie Dean in the bygone 1927-28 season.

Women's Football

I'm a 13-year-old girl, and I'm football crazy! I play myself, but only in kickabouts, so I'd like to know how I can set about finding a proper team?

CAROL SWYNNERTON, LONDON, N.W.11

● New clubs, for girls of all ages, are springing up all the time, Carol — and I feel pretty sure you should be able to find one reasonably handy in time for next season.

Your best bet would be to get in touch with the Secretary of the Women's Football Association, Pat Gregory, at 7 Mayfield Road, Hornsey, London, N.8. She'll be very happy to put you in touch with suitable clubs in your area.

Bobby Charlton

Can you tell me how many League games Bobby Charlton played for Manchester United, how many goals he scored in them, and who his last opponents were?

ANDREW BALDWIN, PRESTON

● Bobby played 606 League games for them between 1956 and 1973. Andrew, scoring 198 goals — both United club-records.

His farewell League game was at Stamford Bridge on 28th April, 1973. It would have been a fitting end for a great player had he scored a couple more goals to make up the 200 — but, sadly for Bobby, Chelsea won 1-0.

SEND YOUR QUESTIONS TO:

ASK THE EXPERT

SHOOT, IPC Magazines Ltd., King's Reach Tower, Stamford Street, London SE1 9LS.

£1 for every letter published.

LIVERPOOL ARE SPARED'



Left . . . Chelsea and Wolves, both promoted in 1976-77, narrowly missed relegation last season. Right . . . Southampton's Tony Funnell (left) is outjumped by Orient's Bobby Fisher. Saints' 1-1 draw was enough to secure them promotion.

winners, Southampton, in the final game.

Like many a side before them that has spent a season down in the Second, Spurs have used it to get themselves better organised, particularly in defence. I don't expect them to make the mistake, though, as Chelsea did last season, of trying to defend a point away from home. They have the forwards to score goals in the very best of company.

I have a great affection and respect for the lads of White Hart Lane — we've had many a ding-dong battle — but my main reason for wanting them to re-establish themselves is Keith Burkinshaw.

I played with Keith at Scunthorpe, where he was first captain and then coach, and I think he has a lot to offer the game.

It will also be marvellous to see Bolton back in the First, after being on the outside looking in for 14 years. They make the football scene in Lancashire look even brighter.

For the past two years the team from Burnden Park has been on the verge of breaking back, only to be thwarted on the run-in. It probably explains all the grey hairs on the head of manager Ian Greaves, one of the straightest, most professional bosses in the Football League. The type I like to play under.

Most of the Second Division players I've spoken to in recent years have told me that Bolton are the finest team there, and I'm sure no one begrudges them their Championship.

Unfortunately, I'll miss the chance to play against my erstwhile team-mate, Peter Thompson, who



'Saints could make a big impact'

for so long graced the right wing at Liverpool, as he has been granted a free transfer.

Of the three newcomers, I expect Southampton to make the biggest impact. Their astute, knowledgeable boss, Lawrie McMenemy, has progressively dismantled the 1976 F.A. Cup winning side and created a better-balanced, more reliable outfit capable of reproducing the consistently high level of performance needed to prosper in a League campaign. I believe the only survivor of the previous side is full-back David Peach.

Phil Boyer and Ted MacDougall have reformed their striking double-act they began at York City scoring 31 League goals between them for their present club in 1977-78.

Saints' most impressive young

prospect is Steve Williams, a hard-working midfielder with a fine football brain.

Chris Nicholl, who captained Aston Villa to that epic League Cup win over Everton in 1977, and was transferred to Saints in June, 1977, must be delighted at the chance of playing against his former club and proving how wrong they were to release him.

For every winner there's a loser. And the losers in the relegation stakes last term, Leicester, West Ham and Newcastle, can take consolation in the fact that the opposition in the Second Division is not as formidable as in previous seasons.

Contrary to an article on this subject in SHOOT a few weeks back, I believe that there will be fewer teams capable of sustaining a cat-and-dog battle for the promotion prizes.

Leicester, under new boss Jock Wallace, with two grand slams — a grand slam is winning all three of Scotland's top trophies: Championship, Cup and League Cup — at Glasgow Rangers to his credit, must become a force to be reckoned with.

Wallace, a man unused to failure, obviously plans to go on to great things in his managerial career down South.

From what I've seen and heard, Newcastle have so many problems they will take more than one season to sort out. However, they'll come again, perhaps in two seasons' time.

The First Division is the poorer for the loss of West Ham, a team that always played the brand of bright, attacking football that pleased crowds.

The big question is whether they can add to their skill the physical hardness essential in the less-sophisticated Second.

But at least they'll be under the right sort of pressure — pressure to win promotion, rather than the pressure not to lose Second Division status!

Meet me next week when I'll be giving my impressions of working in Australia — as a TV commentator.

Ray Clemence

gated sides that season to make a swift return last season after one term "down stairs" are Tottenham, the side who looked certain to become Champions until they struck a late bad patch.

They only succeeded in beating Brighton to the third promotion spot with a point from a goal-less draw against fellow promotion-

Multi caps

Can you tell me if it's possible for a footballer to play for more than one country?

JOHN THOMSON,
EDINBURGH

● Since qualification rules have been tightened-up, John, it would take a bit of doing now.

But in the past — and not always so long ago, at that — it's quite often happened by way of players becoming naturalised in a country other than that of their birth or parentage.

Just take a couple of the superstars of the great Real Madrid side of the late 1950's and early 1960's. Ferenc Puskas gained 84 caps for Hungary, and then three more for Spain. His attacking partner, Alfredo di Stefano, gained seven caps for Argentina, two for Colombia,

and 31 for Spain.

Another top star of the same period was Ladislav Kubala — who played for Hungary, Czechoslovakia, and Spain.

John Greig

I've been having an argument with my brother as to whether John Greig has ever played for any other League club apart from Rangers?

OLUBUNMI AJIMOKO,
NIGERIA

● No, Olubunmi, popular John Greig — whom everyone wishes well in his new role as team-boss — has spent all his professional career with Rangers.

He made his first team debut for them, at the age of 20, in 1962 — and, up to his recent elevation to the hot-seat, has been a vital link in their line-up ever since.

SHORT PASSES

● Chelsea's leading scorer in their League Championship season of 1954-55 was Roy Bentley, with 22 of their 81 First Division goals.

(A. JAMESON, Chobham)

● Terry Bly scored 52 League goals for Peterborough in 1960-61, their first season in the League.

(STEPHEN GORMAN, Derby)

● Aston Villa (1961, 1975, and 1977) have won the League Cup more times than any other club.

(COLIN POGUE, Gillingham)

● The first goal ever scored at Wembley was by David Jack for Bolton v. West Ham in the 1923 F.A. Cup Final.

(NEIL ANDERSON, Birmingham)

● Before joining West Bromwich in December, 1972, Willie Johnston played 212 Scottish League games for Rangers.

(ZAILAN BIN ZAI,
West Malaysia)

● The world's youngest full international was Dorval; only 15 when he played for Brazil v. Argentina in 1957.

(TADHG CREED, Co. Cork)

● Alan Beer is still a registered player for Exeter City next season.

(JIM DASSISE, U.S.A.)

● Ray Wilkins made his League debut, coming on as sub for Chelsea v. Norwich, on 26th October, 1973.

(SIMON BOAKES, Meopham)

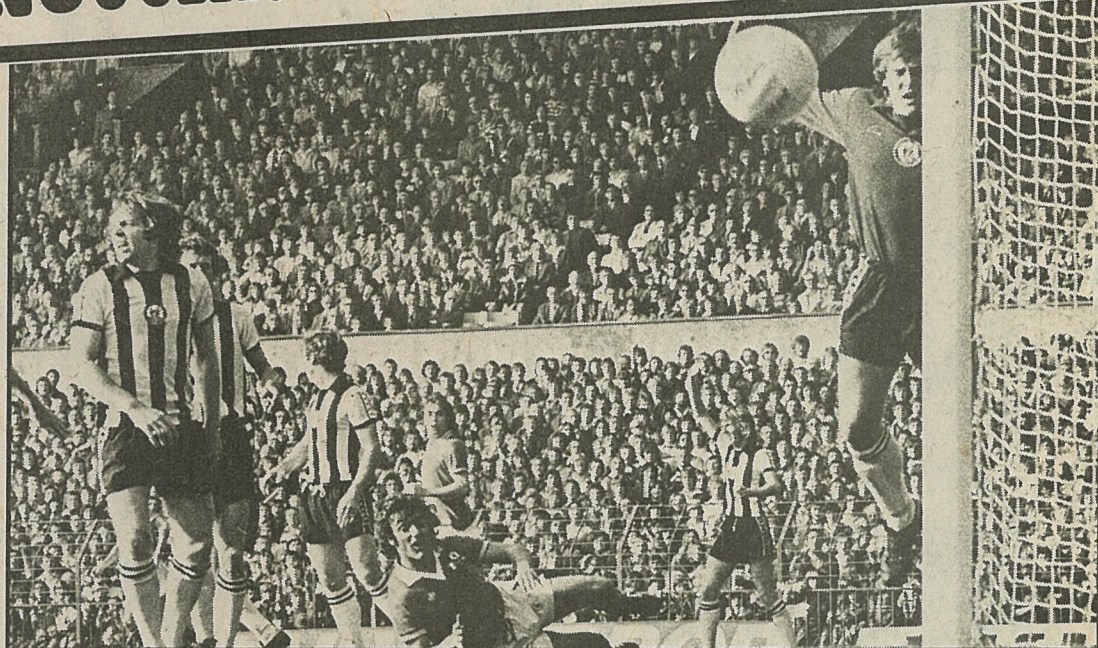
DOWN: Liverpool, Man. United UP: Nottm. Forest, Everton

The Football League attendance figures for 1977-78 reveal some amazing developments

FOOTBALL League clubs last season lost more than half the extra fans they had wooed back to the terraces in the previous year.

Overall, attendances dropped by 790,288 to 25,392,512 — with the Third Division, where losses tend to hurt most, returning the most depressing figures. Down by more than 800,000.

The reason for the decline so soon after such a healthy boost the year before, is not easy to explain. Almost certainly it stems from a combination of factors, rather than any straightforward explanation such as England's failure to qualify for the World Cup Finals, or even the recurring problem of hooliganism.



ABOVE . . . Manchester United in action against Newcastle United last season. Once again United topped the million mark for crowds.

BELOW . . . Peter Taylor and Brian Clough moulded a Forest team that attracted an average attendance of over 32,000.



In fact, although gates were generally lower in the final months of the season when we knew that Scotland alone would be carrying the British hopes in Argentina, the first Saturday after England's World Cup exit saw Football League attendance figures go up!

One issue which tends to be overlooked is soccer is no longer the cheap afternoon or evening out which was the case a few years ago. Stand seat prices especially have soared at many grounds in recent seasons, so that at a time when soccer desperately wants to regain the family entertainment image, taking the family to football can be an expensive exercise.

By the time you take into account the seat, a programme, refreshments, travel and parking there is unlikely to be much change from £4 a head.

Once again, at club level Manchester United topped the million mark for crowds at their 21 Old Trafford League matches. But even they, like all but six First Division clubs, saw their figures move downwards, with total losses among the top 22 clubs reaching almost 400,000.

Liverpool stayed in second place, yet despite their magnificent achievement in retaining the European Cup, their First Division gates actually fell by 35,165.

Nottingham Forest's wonderful season, bringing renewed triumph for Brian Clough and Peter Taylor, saw average crowds of 32,501 at the City Ground on the banks of the Trent providing an aggregate increase of 285,923, the biggest increase of the year.

The only other remotely comparable increase was at Everton-up by almost 200,000. Heaviest losses were sustained by Birmingham City, Cardiff City and Fulham, although there were special circumstances in each case.

At St. Andrews, where Sir Alf Ramsey briefly enjoyed success, there were continuing managerial problems. Cardiff's difficulties were mainly physical inasmuch that they were not allowed to stage matches under floodlights while major renovation work was taking place at Ninian Park.

Fulham gates slumped because they compared with the George Best-Rodney Marsh bonanza during the first-half of the previous season.

Once again there was ample evidence to emphasise how promotion is not always profit-



ABOVE . . . Wimbledon's first season in the Football League was a success in terms of crowds. Their total gates of 72,108 doubled those of Workington who were voted out.

able and relegation not necessarily the disaster it may seem at the time. Take Chelsea and Spurs for example.

At the end of last season there was nothing but jubilation at Stamford Bridge after their youngsters had battled their way back into the First Division and kept hold of their lifeline to solvency. Spurs, on the other hand, were glowering darkly at the thought of playing in the Second Division.

In the event, Chelsea continued to make progress towards financial recovery, although not so rapidly as might have been hoped for their gates dropped from 643,302 in the Second Division to 603,420 in the First. Tottenham, on the other hand, packed White Hart Lane week after week during their exciting promotion battles and finished with 701,752, compared with 633,633 in the First Division West Ham, take heart!

Helped by Spurs and also by Brighton's brave near-miss, the Second Division had the most reason to feel pleased with the crowd figures for the season. Although only nine of their clubs showed increases, these were large enough not only to wipe out the losses of the others but also to supply an overall increase of 224,166.

Perhaps the happiest attendance figures return came from Orient, the homely East London outfit which would be one of the richest in the country if only all the affection so many feel for the club was reflected in tangible support. Still, Orient's gates rose by 53,823 in a year when the majority lost ground.

Only six Third Division clubs enjoyed better

gates this year and the final aggregate of 3,332,042 was the lowest recorded, with the average down to 6,033 compared with 7,522 the previous season.

Wrexham did well, with an extra 53,429 supporters and Gillingham, where I.T.V.'s Brian Moore is a director, showed an increase of 39,629 but otherwise it was a gloomy situation in this Division.

Even Cambridge, winning promotion to the Second Division only one year after leaving the Fourth — an outstanding performance — must have been disappointed their increase was only a meagre 27,312, little more than 1,000 per match for an average of 5,633, which hardly matches the achievement of the team.

It is certainly not enough to live on in the Second Division as similarly placed Oxford discovered a few years ago.

Down in the Fourth Division the situation was a good deal brighter. Gates there rose for the second year running to their highest since 1971-72.

Wimbledon, although not making a dramatic impact in terms of results, more than justified their elevation in place of Workington for their total gates of 72,108 more than doubled those of the North-West club in the season they were voted out.

Ironically Southport, the club forced to make way this time for Wigan, actually recorded a 33 per cent increase in gates in their final League season. Yet as even then they only averaged 1,873, better only than Rochdale's 1,275, it was not exactly a forceful argument.



RIGHT . . . Orient's tremendous F.A Cup run brought the supporters back to the East End outfit. In their Second Division League matches Orient's gates rose by 53,823.

FIRST DIVISION

	Average	Gates Aggregate gains or losses + or - with 76-77
Arsenal	35,446	+ 57,968
Aston Villa	35,464	- 48,219
Birmingham City	23,911	- 92,970
Bristol City	23,357	- 33,952
Chelsea	28,734	- 39,882
Coventry City	23,353	+ 44,326
Derby	23,346	- 34,936
Everton	39,513	+199,801
Ipswich	23,586	- 64,822
Leeds	29,186	- 28,235
Leicester	17,768	- 21,814
Liverpool	45,546	- 35,165
Manchester City	42,163	+ 34,200
Manchester Utd	51,857	- 38,853
Middlesbrough	19,847	- 33,635
Newcastle	24,734	-225,528
Norwich City	19,366	- 61,713
Nottingham Forest	32,501	+285,923
Queens Park Ran.	19,946	- 23,538
West Brom	24,126	- 8,376
West Ham	25,626	- 9,317
Wolves	22,311	+ 22,777

SECOND DIVISION

Blackburn Rov.	12,275	+ 44,038
Blackpool	10,118	- 73,863
Bolton	22,877	+ 23,733
Brighton	25,269	+ 66,037
Bristol Rov.	8,108	- 6,771
Burnley	11,581	- 12,444
Cardiff City	8,365	- 92,915
Charlton	11,307	+ 5,239
Crystal Palace	19,636	+ 31,916
Fulham	10,549	- 84,829
Hull City	6,835	- 23,265
Luton Town	9,252	- 53,809
Mansfield Town	8,982	+ 51,598
Millwall	8,197	- 50,485
Notts County	9,268	- 42,698
Oldham	9,521	- 7,581
Orient	8,789	+ 53,823
Sheffield Utd.	15,489	- 28,101
Southampton	21,167	+ 35,423
Stoke	15,038	- 83,778
Sunderland	22,276	-219,810
Tottenham	33,417	+ 68,119

THIRD DIVISION

Bradford City	5,103	- 12,130
Bury	4,979	- 7,352
Cambridge Utd.	5,633	+27,312
Carlisle	5,318	- 38,946
Chester	4,165	- 14,432
Chesterfield	4,866	- 10,417
Colchester	4,572	- 1,807
Exeter	4,887	+ 6,054
Gillingham	7,166	+ 39,629
Hereford	4,899	- 39,333
Lincoln City	4,878	- 59,722
Oxford Utd.	4,972	- 4,126
Peterborough	5,974	- 511
Plymouth	6,887	-121,516
Portsmouth	9,678	- 43,367
Port Vale	3,947	- 9,423
Preston	8,799	+ 18,674
Rotherham	4,913	- 40,690
Sheffield Wed.	11,592	- 48,208
Shrewsbury	3,378	- 36,709
Swindon Town	7,367	- 23,607
Tranmere	3,926	+ 15,527
Walsall	5,317	- 4,155
Wrexham	11,651	+ 53,429

FOURTH DIVISION

AFC Bournemouth	3,348	- 15,809
Aldershot	4,347	+ 13,521
Barnsley	5,659	+ 2,982
Brentford	8,578	+ 79,525
Crewe	2,290	- 2,045
Darlington	1,993	- 17,261
Doncaster Rov.	3,228	- 32,263
Grimsby	4,696	- 955
Halifax	2,199	- 3,249
Hartlepool	2,833	+ 21,204
Huddersfield	4,507	- 37,719
Newport County	4,074	+ 33,642
Northampton	3,517	- 56,131
Reading	4,566	- 50,481
Rochdale	1,275	- 10,809
Scunthorpe	3,281	- 4,655
Southend	7,287	+ 39,927
Southport	1,873	+ 10,005
Stockport	4,010	- 1,082
Swansea City	8,108	+ 58,877
Torquay	2,877	- 1,840
Watford	11,352	+122,289
Wimbledon *	3,135	+ 41,334
York City	2,284	- 19,457

* Wimbledon aggregate figure compares with Workington's in 1976-77.

CCHESTER'S Doug Livermore is enjoying his football at Sealand Road since his transfer there from Cardiff in October, 1977.

The club finished in fifth position in Division Three, but could possibly have received a promotion slot if they had not drawn so many away matches in mid-season.

He says: "We failed to finish off our approach work with goals. At home, up to the third week in February, it was a different story — we were unbeaten at Sealand Road, having won eight games and drawn five.

"I think the match with Gillingham away illustrates my point. We lost 1-0 after squandering some excellent chances in the second-half."

One thing Chester's away record did prove is that they are not the easiest of teams to beat on opposing grounds, but the club's final position is one which Livermore hopes to see improved next season.

"They are a great bunch of lads here, and made me feel at home. And my experience at Chester since I joined them is we've the ability to do better — and this applies at home, too, where our goalscoring could be increased.

"If Chester get promotion to the Second next season it will be another record for the club. Their first was in gaining promotion to the Third in season 1974-75. Until then they were the longest-serving club in the Fourth since its foundation."

Doug, who was born in Liverpool, confesses to being an Everton supporter as a boy — but that

'Another record ahead for Chester'

says DOUG LIVERMORE



all changed when he signed for the Anfield club later, and made his debut for the Merseysiders during the reign of Bill Shankly.

"My first match for Liverpool was against Derby County at Anfield, and gave me a wonderful

thrill. I learned a lot in my five years there, before moving on to Norwich.

"And it was at Norwich I experienced some great moments, when we won promotion in 1972, and reached the League Cup Final in

1975. We lost, but even so, going to Wembley is a memory I'll always have with me.

"So far, I've played in the top three Divisions, and found there is good football in all of them. There were some fine players with my last club, Cardiff, and in the Third Division last season Wrexham, Gillingham and Cambridge all impressed me.

"Perhaps the Third is a little more robust than the Second and First Divisions, where fouls can be more subtle. But I get a lot of pleasure from my midfield role, playing a defensive game, yet moving forward to attack when necessary."

Talking about football generally, Doug expresses his belief the game would benefit from having former professionals as referees.

"A referee has a difficult job, and it's only natural that mistakes are made. But I feel that ex-players would make good officials — they know all about the professional foul and other aspects of the game that comes from playing it for years."

And playing football for some years yet is Livermore's intention — though he has given thought to a future career.

"Ray Clemence and I are great friends — he is a fine goalkeeper and at the top of his form. Later on, I would like to go into business of some sort, and it may be Ray and I would become partners.

"But for the moment, I'm determined on giving 100 per cent effort to Chester — and my big ambition is to play well enough to justify their faith in buying me."



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BRANTHAM, SUFFOLK.**

Bob Latchford blasts home from the penalty-spot against Ipswich Town at Goodison Park last season.

'Why I don't expect to be taking penalty-kicks next season'

— By 30-goal prize-winner Bob Latchford (Everton and England)

EVERTON'S international centre-forward, big Bob Latchford, had a highly-successful season in 1977-78. Not only did Bob accomplish the difficult task of scoring 30 goals in modern First Division football — he was also capped for England, and helped his club to finish among the top teams in the League.

But the Goodison striker will not allow success to go to his head. Instead, he will just work at improving his considerable ability as a goal-getter, though without setting himself a 30-goals target next term.

"There are one or two facets of my game I want to work on," says Bob. "And as for goals, I'll be doing my very best to get as many as I can. But there is one goal I scored last season that was a highlight of my career so far — it was the one I got against Wales in the British Championship. Being selected for England was a great thrill, and the goal added to it.

"Mention of England reminds me I enjoyed the match against Brazil possibly more than the game with Italy. This could have been because it was my second match for England, and by then I was feeling more settled.

"And I think the business of growing accustomed to your team-mates is one of the secrets of a good side in international soccer. Italy, for example, have players who are used to each other, and each man knows exactly what the other will do in a certain situation.

"I believe the players in an international side need eight or nine games together to achieve a

proper blend and understanding, so they can operate with maximum effect.

"It is on the field that players really get the opportunity to work together, and Ron Greenwood helps us a great deal in this respect by encouraging us to use our initiative during a game — he tells us we are all good players, capable of thinking for ourselves."

While Latchford's appearances for England and his first international goal brought him pleasure, he was also delighted at pulling off his 30-goals feat.

"The rest of the Everton team did the hard work of getting the ball up to me," explains Bob. "And the fact I was able to round-off

their efforts gave me a real sense of achievement. To me, this was much more important than the money side of the award for reaching the target.

"And although I'm not the regular penalty-kick taker, the second of the two spot-kicks I took to help me reach the 30-goals didn't bother me in the least. I felt certain I would put it in the back of the net, and I did. But the penalty scored two weeks earlier against Ipswich seemed to put more pressure on me.

"Next season, I don't expect to be taking the penalties, as it's a job I've never fancied in the past.

"Indeed, the only reason I took those two was they boosted my

chance of hitting 30 goals and winning that glorious prize of £10,000. If we had been chasing Nottingham Forest for the title right up to the end of the season I'm sure I wouldn't have been trusted with spot-kicks."

But Bob admits Everton's lapses in form last term meant that Forest had the Championship safely in their pockets by April.

And he summed up: "We slipped up after Easter, and probably still lack a little consistency in the side, the sort Liverpool have. I was disappointed our rivals from Anfield finished above us — but I think that, with a couple of new players, we'll be making another title challenge next season."



Bob's on target again, this time for England (white shirt) against Wales in Cardiff, in last season's British Championship. That goal was the highlight of his career so far. But Bob is aiming to reach a similar goals-total that will keep Everton among the top clubs in Division One next season.

ARCHIE GEMMILL

Nottingham Forest





SHOOT!

Spurs' Terry Naylor (white shirt) gets in a cross despite a lunging tackle from Luton Town's Lil Fuccillo.



AT FULL STRETCH....

LEFT . . . Allan Hunter of Ipswich (right) and Keith Robson of Norwich at full stretch during a First Division clash at Portman Road last season. BELOW . . . Manchester United's Arthur Albiston (left) and Charlie George of Derby perform football ballet at the Baseball Ground last term.



An exciting season ahead for Sheffield's two League clubs



Harry Haslam

Campbell, John McGeedy, Ian Hamilton (all to USA teams). Basically the total of the fees matched the original outlay.

A string of spirited performances by midfielder Mickey Speight last season earned him an England 'B' tour to New Zealand, Singapore and Malaysia.

Dispirited and, after ten years at the club, up for transfer at one time, his renewed enthusiasm for the game after Haslam's arrival is something around which Haslam will be able to build in the coming

New signings could take United back to the First

"I FEEL as if I've done nothing for the last two years ... it's all been a bit flat," Jim Brown, Sheffield United 'keeper, was blunt when he spoke to us recently.

His time with The Blades says it all. He signed for them in March, 1974. They were in the First Division and the next season was great. Over a million football fans saw their games and they finished sixth in the League.

Brown's form earned him a regular place in the Scottish first team squad and he was finally rewarded with a cap against Rumania. Then it all went wrong ...

United were unceremoniously ejected from the highest company in 1975/76 — 82 goals against, 33 for, 22 points, Gates naturally suffered, the average was less than 16,000 last term. In five years the team has had five managers.

Well, that's in the past. Now Brown "can't wait to get back" and folk around Bramall Lane believe a new era is beginning for United. A first class ground deserves a first class team and the activity in the transfer market by new manager Harry Haslam has already conjured up tremendous enthusiasm for next season.

A big-time manager and quality players is the only way to lure back supporters to fill the super-stand which cost three-quarters of a million and Haslam's permitted spending in recent months suggests the logic has been recognised.

The signing of Chelsea striker, Steve Finnieston, a prolific scorer, for around £80,000 is expected to be followed by skilful Peter Anderson (whom Haslam sold for £80,000 three years ago to ease Luton's difficulties) from San Diego, USA, and then another First Division quality player.

This spending, on top of £45,000 to get Mike Guy from Coleraine and Craig Renwick from East Stirling, suggests that the United directors have guaranteed bank loans. Typically, Haslam warded off this conjecture by saying "I don't ask where the money comes from. If the board don't stop me dealing I don't ask questions ..."

Four faces missing at the club next season will be John Flynn (to Rotherham United) and Bobby



Steve Finnieston

season.

Simplifying Speight's change of form, Haslam told us: "The lad simply wanted freeing in his mind ... he wanted encouraging as regards what he could do. That we did, Danny Bergara and myself, and the outcome has been that he has played on the top of his game."

Jim Brown, 26 last May, keener than ever before to start a new season, is unrestrained in his praise of the new set-up. "Even the changes that have been in the stands, a new washing room and a new boot room and a new place for referees, they all help players realise that they are in the midst of a complete change."

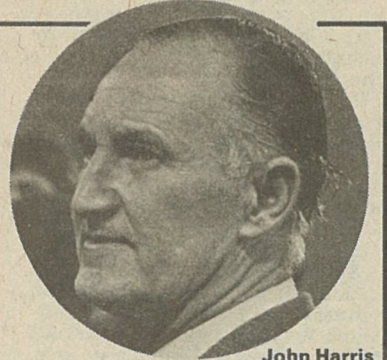
"Training under Danny Bergara during the week is great. I've never known anyone like him before. His South American ball skills are unbelievable and the exercises he gives us are so different that they automatically raise your enthusiasm. The gaffer then rounds everything off by giving us a good talk-in before a match. He lets everyone know what they've got to do and what they should know about the opposition."

One thing is clear ... if the new "era" does materialise for Sheffield United it will be because the game is not just about players but about directors, too.

WHILE Jack Charlton was in Argentina giving expert comment on the World Cup, his club, Sheffield Wednesday has been one of the busiest places in our game.

In addition to the usual close season maintenance and decoration activity, the supporters have, at times, inundated the box office for season tickets, and to cap it all the players have been reporting twice a week for training.

SHOOT put it to John Harris, Jack's right-hand man, that the supporters' "increasing invest-



John Harris

Young Owls to lift Wednesday out of the Third

ment" in tickets, not just renewals, meant that they had read the signs correctly ... that the strong finish to last season plus the extra commitment in the Summer months suggests that The Owls could start as favourites for promotion out of the Third Division.

"It was a tremendous recovery by the team in the second-half of the last season," Harris agreed, "especially when you take into account that we were not only bottom of the League but also quite a few points adrift of the other teams as well." (Victory over Third Division Champions Wrexham in their last game put The Owls into 14th position with 46 points from 46 games. In mid-January they were still anchored to the foot of the table with 18 points from 25 games.)

"But we are not saying anything about next season," Harris went on, "it's no good talking about what you are going to do ... it's what you end up doing that counts."

And what about the close season extra training? Seeing their players putting in extra work while other clubs were on prolonged holidays obviously encouraged the Wednesday supporters to flock in

for tickets.

Despite their precarious position for a long time, Brian Hornsby was Jack Charlton's only direct strengthening of the first team from another club (Shrewsbury).

"Jack doesn't believe in buying for the sake of it," Harris told us. "He likes to give all the lads their chance to show what they can do. When he goes into the market it's to get someone to fit into the pattern he wants."

Before he left for Argentina, Charlton told SHOOT he had declared his interest in certain players to the clubs concerned — "It's up to them now to make the next move," he said. Jackie may have to replace his right-back, Richard Walden, who found it difficult to settle in the North.

The loss of Walden could be a serious blow to The Owls. Since he signed for them (from Aldershot) two years ago he has played 100 League games, 95 consecutively, and appeared in every League and Cup game for the last two seasons.

Another change in the defence might involve the introduction of 18-year-old Mark Smith who made his home debut in the last game last term against Wrexham. His composure made the Press sit up and note particularly his stylish passing.

Charlton's success with other teenagers, 19-year-old Bob Bolder in goal and 17-year-old David Grant at left-back might encourage him to bring in straight away the young central-defender who only put one foot wrong in 90 minutes against Bobby Shinton, Mel Sutton, Arfon Griffiths and Co.

Yes, an exciting season appears to be on the cards for Hillsborough, the impressive ground which has staged 25 F.A. Cup Semi-Finals and caught Jack Charlton up in its aura when he watched them play Chesterfield last October and promptly accepted the manager's job.

The club's motto "Consilio et Animis" which can be seen over the main entrance to the South Stand means Courage and Wisdom ... qualities which Big Jack has in abundance and will be wielding to get Sheffield Wednesday back into the Second Division.



David Grant

KEITH Burkinshaw launches Spurs' immediate return to the First Division they had graced with stunning effect in two decades with a courageous promise to recapture the club's past glories. Burkinshaw simply refuses to sit on the fence and plan for mere "consolidation" as he aims to re-instate Spurs "as the best club in the country".

And he backs his words with the transfer deal that shook the world. Burkinshaw paid a mind-boggling £700,000 for Argentina World Cup stars Osvaldo Ardiles and Ricardo Villa, and their presence in the First Division should be one of the outstanding features of 1977/78.

But Burkinshaw isn't without his headaches as he bids to build Tottenham into a team ready to challenge the might of the Liverpool's and Manchester United's as they once did so capably.

Once upon a time it was a soccer cliché that Spurs fans were bred on success and nothing else would satisfy them. But in the past few years the White Hart Lane faithfuls have had to face up to the real meaning of failure. And that was much more than finishing less than sixth in the First Division and winning the U.E.F.A. Cup or the League Cup, or the F.A. Cup.

Keith Burkinshaw couldn't have

needed, the Londoners midfield — with young Glenn Hoddle and Neil McNab also available — could be one of the best in the League.

Burkinshaw spoke to SHOOT about his problems in the transfer market and his plans to take Spurs back to the very top.

The acquisition of the two Argentines was certainly not the last of the Spurs manager's spending, but as he reveals, buying players is no easy business.

He says: "I'm determined not to fall into the trap of acquiring a state of mind where I shall be looking to consolidate. I WANT THIS CLUB TO BE THE BEST THERE IS."

"But it has been difficult to sign the players I need to bring the pool up to strength."

"So far I've found it difficult for two simple reasons. One: The high priced quality player that I'd willingly pay for is not readily available. Two: As soon as the club gets a sniff of our interest they ask



Above . . . Celebrations for Spurs manager Keith Burkinshaw (right) and his players after they had held Southampton to a 0-0 draw at The Dell last season to win promotion. Right . . . Tottenham captain Steve Perryman enjoyed his new role as sweeper in defence, and will be a vital member in future plans.

Manager Keith Burkinshaw reveals his plans to re-establish Tottenham Hotspur as a major force in football . . .

THE GLORY.

WILL RETURN TO WHITE HART LANE

faced a tougher initiation into the heartless world of soccer management. He took over an ailing situation, and in his first season of his career as a manager he took one of the country's most famous clubs into the Second Division after a 27 year unbroken run.

The much maligned Spurs board of directors kept faith with Keith Burkinshaw and their vote of confidence paid handsome dividends with promotion at the first attempt.

Never publicly but always privately Keith Burkinshaw must have known he was given only a reprieve and that one season was his one and only season to get it right or move on.

It's an academic theory because Spurs are back where they belong. Now Keith Burkinshaw faces a second season as a First Division manager with a little more time to prepare as his first disastrous season was thrust upon him before he could really look round.

Spurs obviously mean business. By spending almost £¾ million on Ardiles and Villa, they showed that they are one of the most go-ahead clubs in England. One hopes their venture into this new transfer market pays off.

It remains to be seen how Burkinshaw plans to use the Argentinians; despite their undoubted skill, it is still a gamble with a capital "G". If Ardiles shows the sort of form he did during June, Spurs fans are in for a real treat. And if the bearded Villa gives Spurs the aggression every side



Above . . . A jubilant Tottenham Hotspur team proudly display the F.A. Cup around Wembley after they had beaten Leicester City in 1961. Keith Burkinshaw hopes he can bring back the glory to White Hart Lane.

ridiculous prices.

"Just look at the £350,000 that Manchester City paid Luton for Paul FUTCHER. I'm not saying whether or not I fancied him but that was certainly a case of inflated prices."

"My aim is to get the absolute best such as Ardiles and Villa. I was more than willing to pay £½

million for Gordon McQueen, a player who is the best centre-half in Europe if not the world.

"Right, if that type of player isn't available I've got to go for second best. But even then I've been quoted £¼ million for Second Division players. It's crazy! I'm not prepared to be taken for a ride."

"It's no secret I went to the Tribunal to cut the fee Fulham were asking for John Lacy. They wanted well over £200,000. My value of him was nowhere near that figure."

"Then I've been very interested in Irving Nattrass from my old club Newcastle United. I had talks with

Bill McGarry about Nattrass but the Newcastle manager was trying to hold on to an outstanding player who has one year of his contract to run.

"Meanwhile I've offered new contracts to John Duncan and Ian Moores and hope they will still be at the club when the season gets under way."

"Of course I'll be taking the team back into the First Division with virtually the same squad that got relegated, apart from two changes in personnel."

"But I've no fears whatsoever. We shall simply have to do it with the players we've got."

"Perhaps people don't realise that we are a far better side now than when we went down. For a start we decided at the start of last season to change our style. We played a more controlled, possession game, avoiding too many long high balls to the front men. That proved highly successful."

"Now the players are in a far happier frame of mind. They lacked belief in themselves when we went down."

"The team will be a completely different prospect now they have regained their confidence. They will be able to handle themselves back in the First Division, make no mistake."

"We had quite a few successes last season and I'm hoping to see these players maintaining their improvement. None more so than Neil McNab and Glenn Hoddle."

"Neil did very well over the season and it was no surprise when



he was picked for Scotland's original World Cup squad of 40.

"But occasionally Neil reverted to type and he needs a kick up the backside now and again to keep him in line. Neil was beginning to look like a fair player, even though the team as a whole did so well.

"The only player released has been Ralph Coates, who has gone to Australia. Season after season John Pratt is continually written-off. But he will still be part of my plans as he will keep confounding people by coming back into the side.

"While Steve Perryman is coming on tremendously well all the time as a captain and player, enjoying his role in the back-four, although he can still play in midfield.

"I may find I have a first-class player that has been at the club for some time now without being able to show his true ability. John Gorman played quite a few reserve games towards the end of last season and I want to give him one more season to try to get back into the first team.

"If he doesn't make it because of his knee I will be offering him a post on the coaching staff. He is so natural and good hearted he gets on well with the kids, and he's very knowledgeable on the game.

"I've felt John has been shield-

ing his knee but I'm hoping the summer's rest will be the perfect cure and he can make it back."

Keith Burkinshaw has looked closely at his personnel he brings back into the First Division with their big change in their make up now they have regained their self respect and confidence.

Has the same attitude rubbed off on their manager? How does Burkinshaw feel he has weathered the storm and trauma of two very crucial seasons in the history of such a famous club?

"I couldn't have experienced two more opposite seasons in my first two years in football management. The first year relegation, the second year promotion.

"In the first season it was impossible to see the woods for the trees. We never got the results. The confidence drained from the players and they lost their affinity with the crowd. That was fatal as they never relished playing at home.

"Last season the players loved playing at White Hart Lane. It's a big difference a side playing with confidence to one without it.

"People talk about the pressures at the top of the table, but it's nothing until they've experienced the pressures at the bottom.

"What a lovely change to see smiling faces last season instead

of all the glum expressions around the ground when we went down!

"Perhaps in the first season I was guilty of trying to attempt too much myself. I took the lads training every day, and on match days I took the team alone.

"Last season I introduced Pat Welton as assistant-manager and it helped to have a second person around to share the worries and look at a problem from a different angle. I'm now a firm advocate of the two man partnership in management."

The three-up, three-down routine has claimed the First Division lives of some of the top clubs over the past few seasons.

Manchester United, Wolves, Chelsea, and now Spurs have pulled themselves together, but for some their reputations have plunged even lower as they've crashed through to the Third or even Fourth Divisions.

Spurs are back to fight on at the highest level, but for Burkinshaw's old club Newcastle, which sacked him as a coach, they made the reverse journey to Spurs and are now in the Second Division with West Ham.

One wonders which of the football establishment this season will fall foul to the desperate relegation plight?

GLORY DAYS

GOAL-LINES

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£3 for the Star letter - £1.50 for every other letter published.

When writing to us please mention the two features you liked best in the latest issue of SHOOT!

This week's Star Letter comes from Stewart Brown of Bramhall, Cheshire, who wins our special prize of £3. He writes:

SCOT SPEAKS UP

SHOOT's splendid analysis of the Scottish World Cup fiasco will doubtless win you a sack of "hate mail" from North of the border, accusing the magazine of English bias. I would like to speak up for the sensible silent majority of Scottish fans who realise only too well the truth of your article.

Sad to say, however, I cannot see this fresh approach you call for as a possibility at the moment - witness the fact that our European Championship opponents Austria were not scouted in Argentina; and as far as the managerial problem is concerned it appears that the SFA are trying to ignore the subject, hoping it will go away.

If Scotland appointed Brian Clough we could well triumph in Spain in 1982. That is a vain pipe dream I fear. SFA don't have the courage and imagination.

● I can't imagine many Scottish fans wanting an Englishman as their manager, although Dave Smith, boss of Wales, is English, and he's done a first-rate job for their football.

'Owls' about a picture?

WHEN is SHOOT going to publish a colour picture of Sheffield Wednesday? It's been several years since we have seen one in your otherwise exceptionally good magazine.

I've been supporting The Owls for 40 years and have two sons aged 16 years and ten years who are also keen fans of the club. My other son, aged 14 years, follows Sheffield United, and he is happy with the coverage of his team. So, as you can guess, a few copies of SHOOT find their way into our

household each week.

It must be five years since you last gave us a good colour picture. What about one with Jack Charlton and the rest of the current squad?

ERNEST WOODHEAD,
SHEFFIELD.

● We apologise, Ernest, and we'll definitely feature The Owls in colour during next season.

Good omen

LAST season Queens Park Rangers striker Stan Bowles criticised his own team-mates for not giving 100 per cent effort in all of their matches.

But it was surely a good omen when Rangers secured the signing of Rachid Harkouk of Crystal Palace recently, for a reported £100,000.

In your issue dated 18th February, 1978, you featured Rachid in "Focus On".

He stated that his favourite other team was Queens Park Rangers and his favourite player was Stan Bowles.

NICK IVES,
MIDDLESEX.

● It's good to see that managers take notice of what players have to say in our specialised feature. The partnership of Rachid and Stan could be very productive in Division One next season.

Value for money

DUE to the negative thinking of the Football League adminis-

trators, it will cost a minimum of £1 to watch football in any of the four Divisions next season.

I feel that this decision will, in the future, force many Third and Fourth Division clubs to fold up and join the likes of Accrington Stanley and Bradford Park Avenue in soccer's graveyard.

I cannot see the average fan paying £1 to watch Halifax versus Darlington when he or she could be watching Leeds against Liverpool. I think the minimum admission fee of sixty pence is a reasonable price.

THOMAS LYNN,
SUNDERLAND.

● I agree with you, Thomas, to a certain extent. But teams from the lower Divisions need the money even more than the big clubs, unfortunately.

New dimension

I was interested to read in a past issue of SHOOT about television bringing a new dimension to football. I couldn't agree with you more.

Without TV, millions of people including myself would not have had the pleasure of watching such exciting and entertaining football from some of the world's most skilful players.

ANITA MULARZ,
HEYWOOD, LANCS.

● Without TV we couldn't have savoured the excellent skills of Kempes and Co without travelling to Argentina.

THERE was a new football record set last season . . . the number of players sent-off.

A total of 117 were dismissed for an early bath in League, League Cup and F.A. Cup matches. This is a disgraceful statistic and should disturb any self-respecting professional footballer.

Not only do players let down themselves and their clubs by being sent-off, it upsets the fans and often leads to trouble on the terraces.

Players have a responsibility to the public.

Seeing players involved in trouble on the field certainly doesn't set a very good example.

I realise we are all guilty of heat-of-the-moment flare-ups, that's only human, but I honestly feel more players should learn to control themselves more and exercise a higher level of discipline on and off the pitch.

Mind you, I have been sent-off once . . . when I was nine or ten and playing for the cubs.

I was up against an older, bigger boy who kept kicking me on the ankle.

Every time I tried to go down the wing he'd whack me and grin.

I took this punishment for as long as I could. At last, when I saw our cub-master on the touchline looking the other way, I let my tormentor have it. I kicked him twice as hard on both ankles!

As you can imagine there was a right old to-do after that.

My cub-master raced on to the pitch, followed by my mum and dad and the other boy's parents.

There was a tremendous melee on the pitch and in the middle of it all was the lad writhing in pain. He'd obviously been watching too much Match of the Day.

When the bodies were separated and both sets of parents had finished arguing, the referee told me to leave the field until I cooled down.

I must have looked very sorry for myself sitting on the grass behind one of the goals because after ten

A flare up during the Leeds/Birmingham match last season. Six players were booked during this game. Luckily none was sent-off.



minutes or so the ref called me back on.

My cub-master moved me from the wing to centre-forward . . . and I went on to score a hat-trick in a 5-3 win.

'WHEN I WAS SENT-OFF'

I learned a valuable lesson that afternoon . . . to steer clear of trouble and never retaliate. You only come off worse.

Apart from one or two incidents since then I've tried to set a good example on the field.

Mind you, I haven't managed to steer clear of referees altogether. During my professional career I've had six bookings — about two a season.

So you see, I'm quite a good boy really.

As I found out to my cost, while playing for the cubs, players can find themselves in serious bother as the result of a deliberate act of intimidation by an opponent.

I'm afraid this practice is increasing in the Football League.

There are defenders who will have a go at an opponent in an attempt to get him to retaliate so he'll get a booking or even be sent-off.

These tactics are disgraceful. So are the players who deliberately

my soccer scene

**GORDON
HILL**



collapse and give referees the impression a foul has been committed.

I've often seen a player hit the deck as though he's been poleaxed when no contact was made.

These intimidating methods will take place in a match especially if an opponent has a short-fuse temper ... like West Brom's Willie Johnston.

Don't get me wrong, though. I'm not saying the game is full of cheats or becoming more violent.

Football is a man's game and physical contact is essential. I wouldn't have it any other way, nor would the fans.

Most bookings and sendings-off these days are for dissent, arguing with referees, disagreeing with his decisions, rather than foul play.

Of course I've talked back to refs and disputed a decision that has gone against me. But if the ref makes it perfectly clear he's not a man to be trifled with I shut up and get on with the game.

I'm proud of my record and will do my best to maintain it.

The sad thing is I can't see the overall disciplinary record improving much. It will probably creep up.

Referees are partly to blame because of their inconsistency. As Liverpool skipper Emlyn Hughes said in an article last season, foul play and rule-bending should be judged in relation to the pattern and mood of the match. Refs should use their common sense.

I've seen players escape even a lecture after a vicious foul, but

shortly afterwards someone else has been booked for a minor offence.

Most clubs punish players who are sent-off and suspended. Tommy Docherty certainly does if the offence warrants it.

I believe the F.A. sentences are severe enough. A hefty fine plus a suspension hits the player and club alike.

What alternative has a club, though, apart from imposing a heavier fine and a longer suspension, or both?

A manager can hardly go out and buy a new centre-half every time his regular number five gets his marching orders.

As a youngster at Millwall, I was fortunate to be guided by older pros Frank Saul and Brian Clark. They took me under their wings and told me what pitfalls to avoid.

I remember Brian Clark's advice: don't argue with referees ... walk away from bother ... and treat the fans with respect.

I've tried to live by these rules. Cheers for now. Be good, on and off the pitch ...

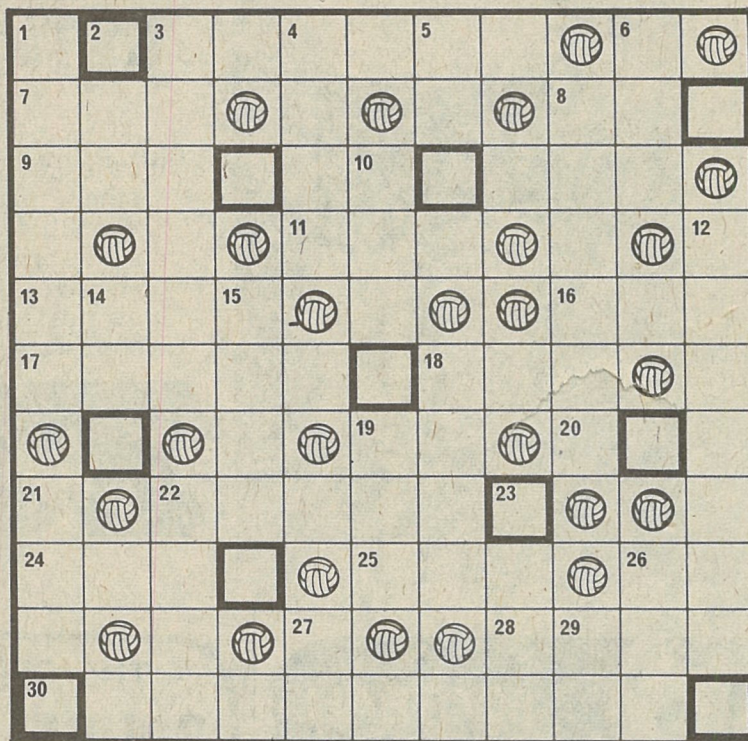
Willie Johnston



Players like West Brom's Willie Johnston are often the target for unscrupulous defenders.

Go for the Double

After solving the clues in this specially compiled crossword, you can use the letters in the thick-edged squares to form the name of a Queens Park Rangers defender. Answers on page 38.

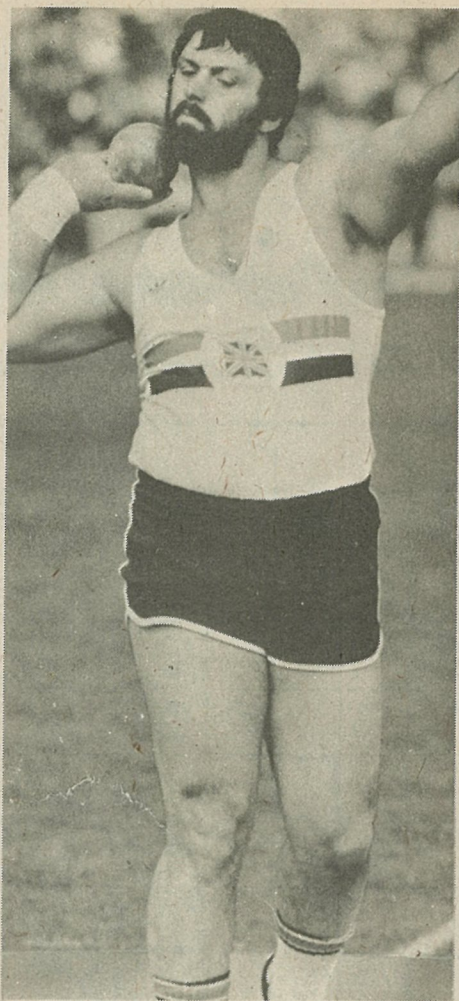


ACROSS:—

- (1) Jackie —, manager of Sheffield Wednesday.
- (7) Steve W---worth of Leicester City.
- (8) Ian B---ey of Middlesbrough.
- (9) League Cup Winners, 1976/77. (5 & 5)
- (11) -en-lwor-h Road, Luton Town's ground.
- (13) A club needs plenty of this to buy first-class players.
- (16) Kilmarnock are in the Scottish League, Division —.
- (17) Famous chairman of Watford. (5 & 4)
- (19) John B---d, Norwich City manager.
- (20) Animal that found the World Cup once when it had been stolen.
- (22) Public address ... as made perhaps at a soccer dinner.
- (24) Take four letters from former Football League club Southport to make "leaps".
- (25) Brian Gr---away (Fulham). The omissions reversed.
- (26) John Pr---t of Tottenham.
- (28) Pleasure-beach made from the missing letters in W-mb-e---n (Eng. Div. 4).
- (30) — Town. Another English Fourth Division club.

DOWN:—

- (1) Sometimes a player has to take one!
- (2) Ron -arr-- of Chelsea.
- (3) Bear witness to "that testing performance"!
- (4) ----s Park, ground of Montrose.
- (5) Dennis --r--mer (Aston Villa). Leave out from the missing letters.
- (6) -ictor-- Ground, Stoke City.
- (8) Take six different letters from Meadow Lane for a kind of nut.
- (10) Colin —, Ipswich Town midfielder.
- (12) — Phillips, Aston Villa defender.
- (14) Bram--- Lane, home of Sheffield United.
- (15) Circular bands ... as in the Olympic emblem.
- (18) D---ast-r Rovers, from Belle Vue Ground.
- (21) ----guards were first introduced and registered in 1874 by Sam Weller Widdowson, a Nottingham Forest international.
- (22) Tottenham Hot---- from White Hart Lane.
- (23) Aid or assist.
- (26) Graham P---d-n of Norwich City.
- (27) Exclamation required to complete Terry C-c-rane of Burnley.
- (29) Trevor Ta-n-on of Bristol City.



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GORDON MILNE, the Coventry City manager, can't wait for the season to start — that's an indication as to how well last term went for The Sky Blues.

"We're looking forward to it more than we've ever done before," said the man who steered the club to seventh spot in the League Championship race.

"We just missed out on Europe by a couple of points and we've got to try and reach that goal next time out.

"City didn't finish the season off in the same goalscoring vein as we had done throughout and obviously we were bitterly disappointed at not gaining a place in Europe. But overall there's been some tremendous stuff played at Coventry and it's been exciting."

Why did The Sky Blues do so well after just missing relegation by one point the season before?

"We decided at the beginning we had to do something positive if we were going to make any progress," said Milne.

"Our strengths lay in attack, so we adopted a policy which gave our attacking players the licence to do just that. We were determined that, come what may, we'd have a go at the oppositions' defences and try to make it happen at the other end, rather than trying to

back to Highfield Road, and really it was just one flash of Jimmy Case magic that put us out.

"In the F.A. Cup we travelled to Middlesbrough, played badly and were punished for it.

"Strangely enough, at the beginning of the season I thought we would have done well in the Cup competitions. As it turned out we did better in the League, which is always the more difficult, so I was pleased that way. I always feel that the Cups are a bonus, whichever way they go."

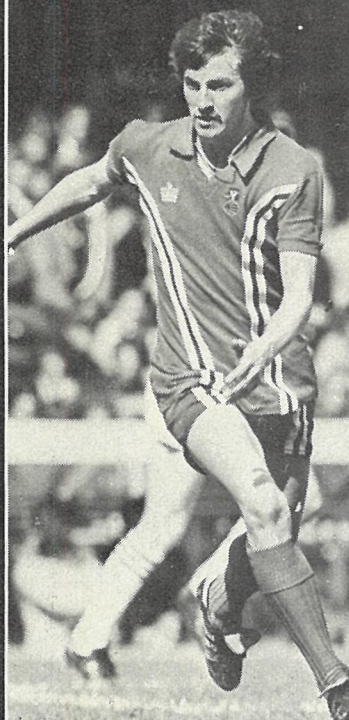
In a season where goalkeeper Jim Blyth and striker Ian Wallace gained caps for Scotland, none rose to the fore more quickly than winger Don Nardiello.

"He got into the first team during the season and he also won a cap for Wales," said Gordon. "It was a meteoric rise. Sadly he broke his collar bone at Ipswich at a time when he was playing extremely well. He's made tremendous strides and I think next term he'll do better still."

In the transfer market Milne splashed out £125,000 on Tottenham's Keith Osgood. How's he fitted in at Highfield Road?

"Keith played in the side regularly until he received an injury. When he recovered he couldn't get back. But I'm delighted that we've

Barry Powell had his best-ever season last term.



June the club had sold 2,000 more season tickets than we did for the whole of last year. There's every indication that we'll double last season's sales.

"So progress has been made in that direction as well. People want to support us."

How's Terry Yorath been performing?

"He's a good leader both on and off the park. He has a lot of presence and his experience at Leeds has been invaluable. We're a relatively young side and most of the players haven't had a vast amount of First Division experience. Terry's been a tremendous asset in that department."

"Blyth, McDonald, Roberts, Ferguson, Wallace and Nardiello all played in their first full seasons in the top grade, and as a team it was their first full season together. As a new side they did well last year. I'm hoping that they've learned from it and that they're going to build on it."

What can we expect from The Sky Blues next term? "There's no way in which we are going to change our policy."

"We'll go for goals and aim to win every game. With that determination Coventry should achieve something at last."

GOAL-GETTING COVENTRY AIMING TO SCORE IN EUROPE

consolidate first and hoping to sneak a goal afterwards.

"We turned the priorities round and said, 'Look, we're going for goals and we'll take the consequences'. We conceded a few, but we've proved on paper with the goals for and against we were one of the most entertaining teams in the Division — only Everton scored more.

"We reaped a lot of satisfaction from that. We know it wasn't a fluke because we planned it. We scored 75 goals and we can score just as many next season, if not more. What we've got to do is try and concede less than the 62 which were put past us.

"Our Cup matches were a disappointment. The League Cup was the one in which we did best. We played Huddersfield and Tottenham away and we won both of those. Then we met Liverpool at Anfield, where we drew. We came

got him. He's settled in with his family and I think he has the ability to become a very good player. He can defend and attack... a real versatile lad.

"Talking about attackers... Ferguson and Wallace are the two who have developed into a really good strike force. They've been instrumental in most of the goals and they've both missed games through injury.

"Ferguson only played 30 times, but still managed to notch 17. If he plays in most of the games, then he's well capable of scoring 30 per season. The pair of them together can chalk up 50 goals between them without any trouble at all.

"I thought Ferguson should have played at some level for England — possibly the 'B' team. If he continues to play in the same manner this coming season as he did last, then I think international recognition is bound to come.

"Barry Powell had his best-ever season. He's been one of the most consistent players and has grown into a top class midfielder. There's a bit more grit about his game and a bit more reliability. He's been tremendous."

Milne works very closely with coach Ron Wylie. "In my eyes he's first-class," he said. "Ron's developed a strong relationship with the players and he's had a great deal to do with the progress that's been made here."

What have the attendances been like at Highfield Road?

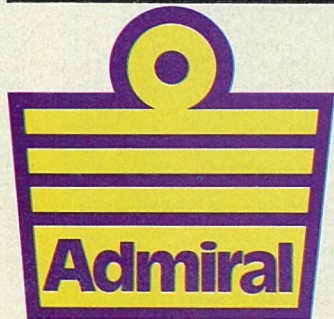
"Last term we averaged around 23,000," said Gordon. "We have to compete with the likes of Birmingham City and Aston Villa, who can command far bigger gates, but we are beginning to win some of the spectators back.

"For example towards the end of



Tommy Hutchison (left) scores Coventry's first goal against Spurs in the League Cup last season.

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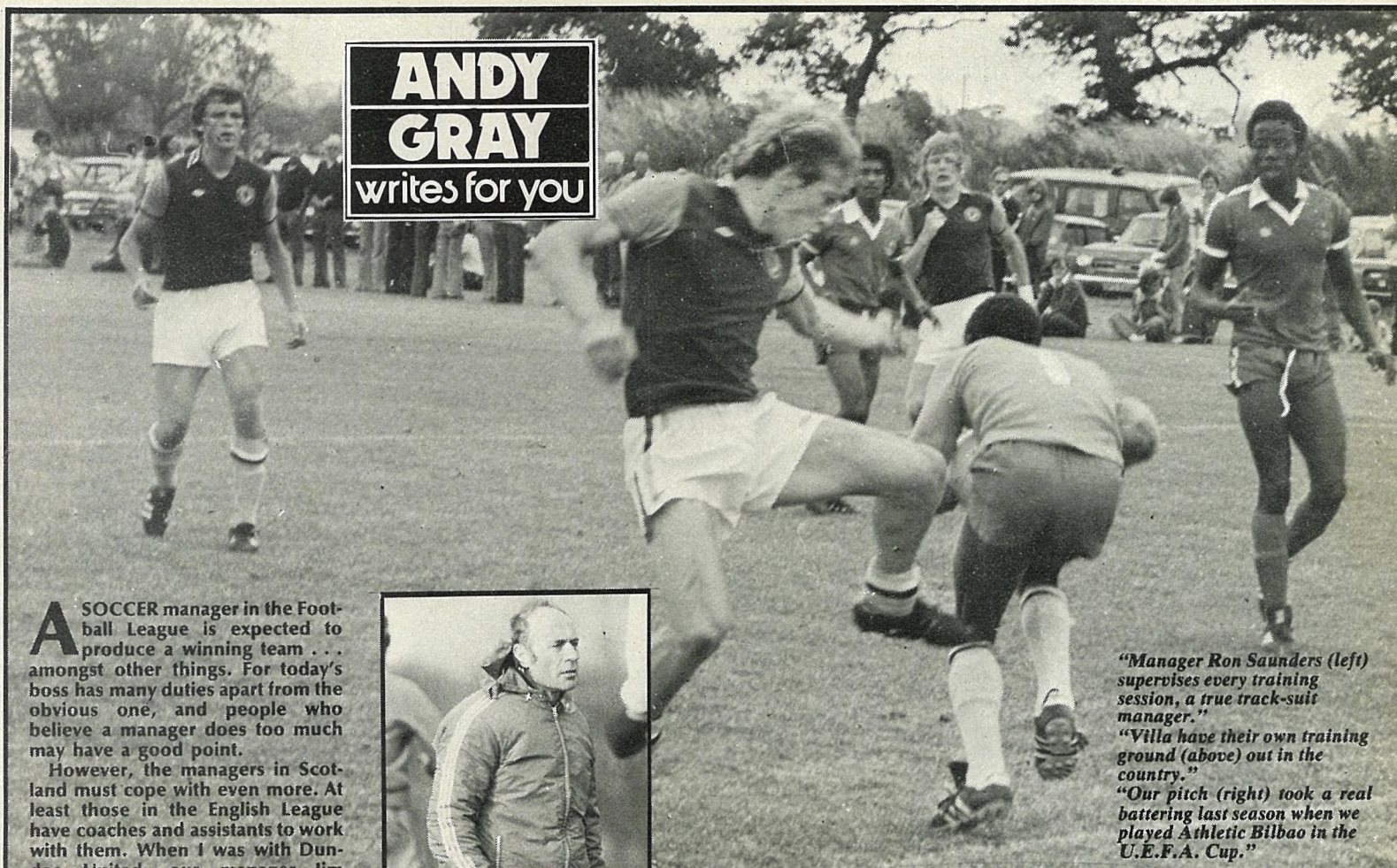
Birmingham City

FULL NAME: James Montgomery
BIRTHPLACE: Sunderland
BIRTHDATE: 9th October, 1943
HEIGHT: 5ft 11½ins
WEIGHT: 12st 3lb
PREVIOUS CLUB: Sunderland
MARRIED: To Joy
CHILDREN: Paul aged 6 and Joanne aged 4
CAR: Cortina 1600L
FAVOURITE PLAYER: Jimmy Greaves
FAVOURITE OTHER TEAM: Celtic
MOST DIFFICULT OPPONENT: Manchester United's Joe Jordan
MOST MEMORABLE MATCH: 1973 F.A. Cup Final, Sunderland v. Leeds United
BIGGEST THRILL: Winning that F.A. Cup medal in 1973
BIGGEST DISAPPOINTMENT: Not getting a full England cap
BEST COUNTRY VISITED: Canada
FAVOURITE FOOD: Scampi
MISCELLANEOUS LIKES: Golf and sleeping

MISCELLANEOUS DISLIKES: Shopping and being kept waiting
FAVOURITE T.V. SHOWS: Rising Damp, Columbo and Call My Bluff
FAVOURITE SINGERS: Johnny Mathis and Abba
FAVOURITE ACTOR/ACTRESS: Jack Lemmon and Natalie Wood
BEST FRIEND: Bobby Kerr — Sunderland midfield player
BIGGEST INFLUENCE ON CAREER: Alan Brown (former Sunderland manager)
BIGGEST DRAG IN SOCCER: Inconsistent refereeing
INTERNATIONAL HONOURS: England Youth and Under-23 caps
PROFESSIONAL AMBITION: To win the First Division Championship
IF YOU WEREN'T A FOOTBALLER, WHAT DO YOU THINK YOU'D BE? Don't know
WHICH PERSON IN THE WORLD WOULD YOU MOST LIKE TO MEET? Golfer Gary Player

J. Montgomery

**ANDY
GRAY**
writes for you



"Manager Ron Saunders (left) supervises every training session, a true track-suit manager."
"Villa have their own training ground (above) out in the country."
"Our pitch (right) took a real battering last season when we played Athletic Bilbao in the U.E.F.A. Cup."

A SOCCER manager in the Football League is expected to produce a winning team . . . amongst other things. For today's boss has many duties apart from the obvious one, and people who believe a manager does too much may have a good point.

However, the managers in Scotland must cope with even more. At least those in the English League have coaches and assistants to work with them. When I was with Dundee United, our manager Jim McLean used to do just about everything. He had no one to help him, and all the training and coaching was supervised by him.

On the Continent, a club's team-boss is called the coach because that, basically, is all he does. He's not in charge of contracts, scouting, travel arrangements or the other "outside" jobs our own managers are.

While there are possibly one or two things the British boss could hand over to someone else, I still prefer our system.

Having one man virtually in complete charge of a club means we can have a family sort of atmosphere, created by the close contact he has with everyone.

Of course, I can only really speak about my own club, Aston Villa, and Ron Saunders is very much the boss here.

He supervises every training session, a true track-suit manager who likes nothing better than to play a five-a-side game with the players.

The boss has the final word on everything, as far as I know. His right-hand man is Roy Maclaren and together they are responsible for the first team squad.

Roy is a quiet person who gets on with his job with the minimum of fuss. He and the manager take charge of different aspects of our training and coaching.

While Roy may organise shooting, the boss will be taking those players concentrating on passing. Every morning Roy and the manager talk over what is needed.

In the afternoon, Roy coaches the younger players, together with any first teamers who may return for



one reason or another.

Team-selection is strictly Ron Saunders's job. The boss naturally talks over every game with Roy and the players, but at the end of the day his decision is final.

Tony Barton is our "spy". He went to assess all our U.E.F.A. Cup opponents last season and returned from his trips to Turkey, Poland and Spain with thick dossiers on the opposition.

Dossier? Yes I know that can be a nasty word, but Villa don't try to blind us with Science.

Tony will go through his notes with the manager and then the players are briefed. I pay particular attention to the opposing defence; if, for instance, they play with a sweeper, I'll have to push close on him to restrict his freedom. If the back-four can be caught square, I'll remember to try to exploit this with a well-timed run.

Telling players too much can back-fire, but there's a happy medium and to succeed in Europe you simply must be prepared.

'A SOCCER BOSS MUST HAVE FULL CONTROL'

Ron Saunders is also in charge of all our travel arrangements. He liaises with secretary Alan Bennett and Eric Woodward, our commercial manager, regarding our away trips.

Because of our situation — in the "centre" of England — we have only four overnight stops each season. Newcastle, Middlesbrough, Ipswich and Norwich. Next season we'll be losing Newcastle, but gaining Southampton, so the number stays at four!

This is very handy because it means the players can spend the maximum of time at home rather than stay the night in an hotel.

Even our coach trips don't normally take more than a couple of hours or so. I usually catch up on my mail; I call at Villa Park every Friday for any letters, sort them out that evening and go through them on the coach.

The players are seldom at Villa Park, apart from match days.

Villa have their own training ground out in the country; and as

this is fully equipped, there is little need to visit Villa Park.

I prefer this situation as I then look forward to playing at the stadium. If I trained there every day, the familiarity could take away some enthusiasm for it.

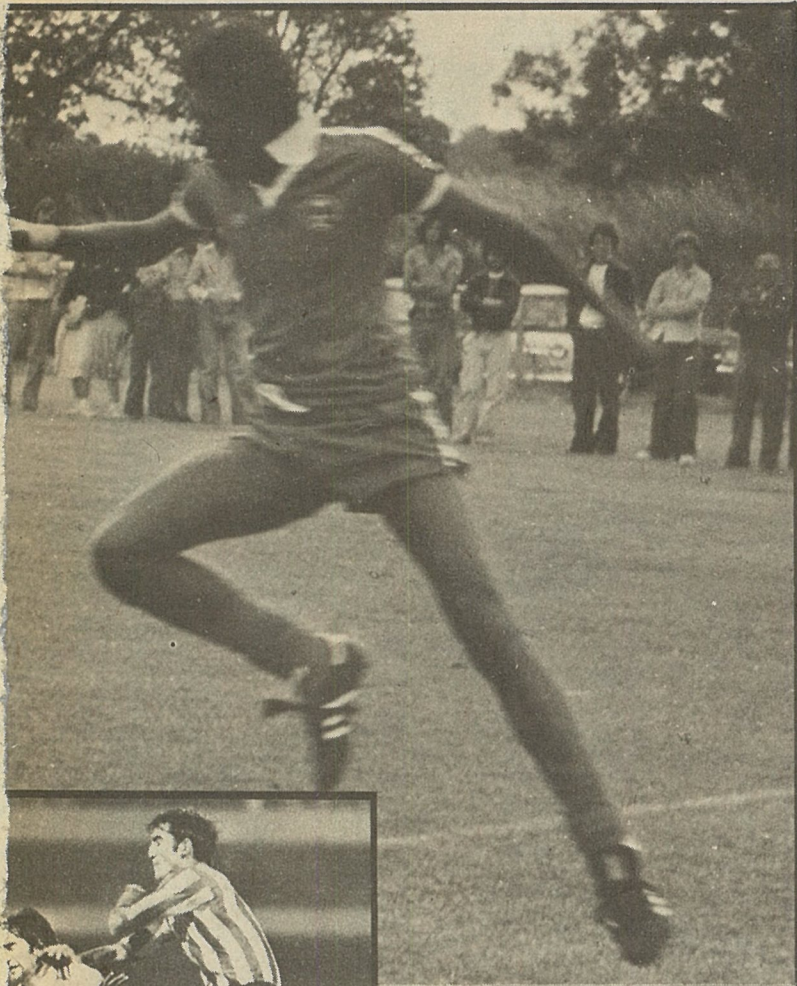
Our physio, Peter Downs, is "resident" at the training ground and he works closely with Ron Saunders regarding any injured players.

The physio advises the manager if he feels a player is fit to train or play and the boss takes it from there. The final decision, though, can only be with the player.

It is probably true to say a footballer is rarely 100 per cent fit. He's usually carrying some sort of strain, pull or what have you, although not bad enough to restrict his performance.

Only once can I remember going out when I really shouldn't have played and that was in 1976/77, in the F.A. Cup Fifth Round tie against Port Vale.

I was probably only 85 or 90 per



contact with the fans. Helped by our excellent match programme and our own newspaper, *Villa Times*.

This is an ideal way to show the fans how the players fare off the park, as well as giving other inside coverage of the club.

One change we will be seeing at Villa Park next season is the pitch. It took a real battering last term and never recovered from a U.E.F.A. Cup-tie against Athletic Bilbao.

It rained so much, and the pitch was so muddy, that had it been a League game the referee would have abandoned it. However, as it was a European tie I sympathise with him and he was obviously under pressure to finish the match.

Anyway, the pitch is being returfed by our groundsman George Murphy who, as you may guess, comes from Ireland.

The latest Irish joke amongst the players is that there is a tape recording on the loudspeaker system for George's benefit. Every few minutes it says: "Green side up, George..."

I think I'd better go now. See you again in two weeks.

Andy Keal

cent fit, yet I was playing well at the time and we reasoned that Port Vale would pay me a lot of attention, thus creating space for the other players. This is how the tie went and we ran out 3-0 winners.

The facilities at Villa Park are first-class for both supporters and players. I think the best club I've visited in the League in this respect is Arsenal. The dressing-rooms and behind-the-scenes facilities are marvellous.

If I have any problems, I put them to Ron Saunders.

The Continentals reason that if a player is in dispute with the coach (manager) then the player won't give his all. This is why they have a financial director to sort out wages and contracts.

Some players may have this attitude, but not me. Surely the only way to show you're worth more money is to go out and prove it on the pitch? By the way, I'm not in dispute — I use this just as an example!

All the Villa players keep in close

'SYSTEMS spoil our soccer'

says Chelsea's Ken Swain

LIFE at the top is mighty tough. Ask Chelsea, they should know. Weren't they the club who brought the European Cup-Winners' Cup back to England in 1971 and set about creating a giant stadium to provide a brand-new stand and a lot more underneath?

Since then they have been burdened with a great debt, been relegated to the Second, returned two seasons later and endured a precarious existence last season hanging on to their First Division status.

But things are looking up. Who says so? Ken Swain, their 25-year-old midfield worker who became a professional player instead of a school-teacher in August, 1973.

Says Ken: "Chelsea must be on the way to getting out of the financial wood. Our youngsters are more experienced. And we have bought our first player, for four years."

Being a modest fellow, Ken does not talk about himself as though he played a big part in the revival. It's down to two young men in his opinion.

On the field there is Ray Wilkins, at 21 the youngest skipper in the First Division. But he's done enough on and off the field at Chelsea to earn what looks like a permanent place in the England squad.

Says Ken: "Ray is very adult. He has picked up a lot of things early in his career and that has helped him. As a captain he can only get better, but I'll say now he is a terrific influence at Chelsea."

And who's the other youngster? Why, Ken Shellito, the Chelsea boss, who is a youngster in managerial terms. Says Ken: "He doesn't show any signs of pressure as a manager. It is better for the players that any kind of managerial pressure is not shown to them."

Swain was taking a teacher's training course in physical education and handicraft when the London club spotted him playing for Wycombe Wanderers in the Isthmian League.

He then had to choose between a post as an instructor at an evening school or the big game. Chelsea got his vote of confidence and neither have regretted it.

"True, I never became a teacher, but I think people who criticise a lot of the coaching given to youngsters are right. In 1966 when I was a kid our World Cup win had a lot of influence on those involved in schoolboy soccer. You listened to people talking about systems such as 4-3-3 — and this kind of thing, call it emphasis on tactics if you like, carried on for years.

"This could have been partly responsible for the fact Continental youngsters, and older players for that matter, showed individual skills that were far superior. In recent years we have tried to foster technical skills in our own youngsters. That's the way it should be."

Words of wisdom and nobody could say Ken Swain's attitude is not professional in Chelsea's bid to enjoy life at the top once again.



Swain (left) is beaten to the ball by Arsenal's Sammy Nelson.



JOHN RICHARDS
Wolves

SHOOT!

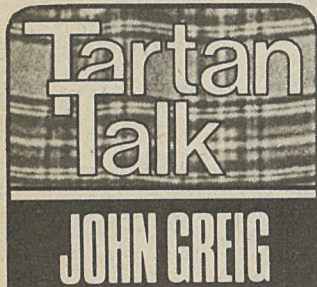
I ENJOYED my holiday break in Majorca where I saw a lot of easily recognisable faces, but it is now time to get down to the hard work and prepare for the new season.

Everyone will be gunning for us because Rangers won everything the domestic scene had to offer so we will have to be prepared. You may have already read in the Press I made offers for Partick Thistle left-back Brian Whittaker and Motherwell back-four man Gregor Stevens.

At the time of writing I do not know whether or not there have been any fresh developments on this front, but at least it does show you I will not be afraid to spend in an effort to build Rangers into an even stronger side.

I want us to make a hit on the European scene. We haven't had much success on this front recently and that must be rectified. Rangers are a big club and we must think big.

We have a good reputation in Europe, having played in three European Cup-Winners' Cup Finals, but in the last three years we have gone out to St-Etienne, Zurich and Twente Enschede. Now we must be ready for these teams.



Europe brings out that little extra in a player. I remember Twente's skipper Drost at Ibrox last season. Unfortunately for us, he was immense in everything he did.

I had never heard of him before, but he played so well that night in the 0-0 draw. He was put under pressure, but came through it all

with the calm assurance of a veteran. Names are made in this highly-competitive scene and, equally, reputations take a pounding.

I have gone along to some games to watch individuals and left wondering why there was such a fuss over their ability. Naturally everyone is entitled to an

John Greig (above) holds aloft the European Cup-Winners' Cup after Rangers had beaten Moscow Dynamo in 1972... the Scottish club's last trophy in Europe. The 'Gers were knocked out of the European Cup by Twente Enschede (below, dark strip) last season.



'Everyone will be gunning for Rangers'

off-day, but I believe the mark of a really good player is one who can travel far and wide and play his natural game.

That's what made Johan Cruyff so special, wasn't it? He played against Rangers at Ibrox six seasons ago and although we were told he was only half-fit he still had a magnificent game.

In fact, he scored the goal that turned the game in Ajax's favour. They had been leading 1-0 when Alex MacDonald popped up with a superb equaliser. We were just beginning to take over when Cruyff weaved a little of his magic.

Jinked

He raced through in the inside-right position on to a through ball. No danger threatened immediately as he jinked to go outside and then suddenly turned inside again.

Tom Forsyth raced across to block him, but another little jink to the side left big Tom going the wrong way. The whole goal now gaped in front of Cruyff as we tried to get back.

He might have panicked and rushed his shot, but, showing all the class of a very good player, he kept his cool, drew Peter McCloy from his goal and sent him the wrong way with a delicate chipped

shot. I almost applauded myself!

I just hope we can get some Cruyff-like performances from some Rangers players in Europe next season.

As you probably know our first round opponents are Juventus, whose team includes ten of Italy's World Cup squad.

A formidable task but one not beyond the present Rangers' side.

Anyway, I'll close now by saying how happy I am Derek Parlane has decided to stay with Rangers. He wanted away for most of last season and wasn't content, but I had a talk with him and he now wants to fight again for a permanent first team place at Ibrox.

That's the sort of attitude I want to see from everyone at Ibrox. I promised Parlane nothing. He knows I won't be able to leave him out of the side if he produces the goods out on that football field.

The same goes for everyone. Show me how good you are and you will get your chance. I think I've always been known as a fair-minded person and I see no reason to change that attitude now I'm the manager.

Cheers for now...

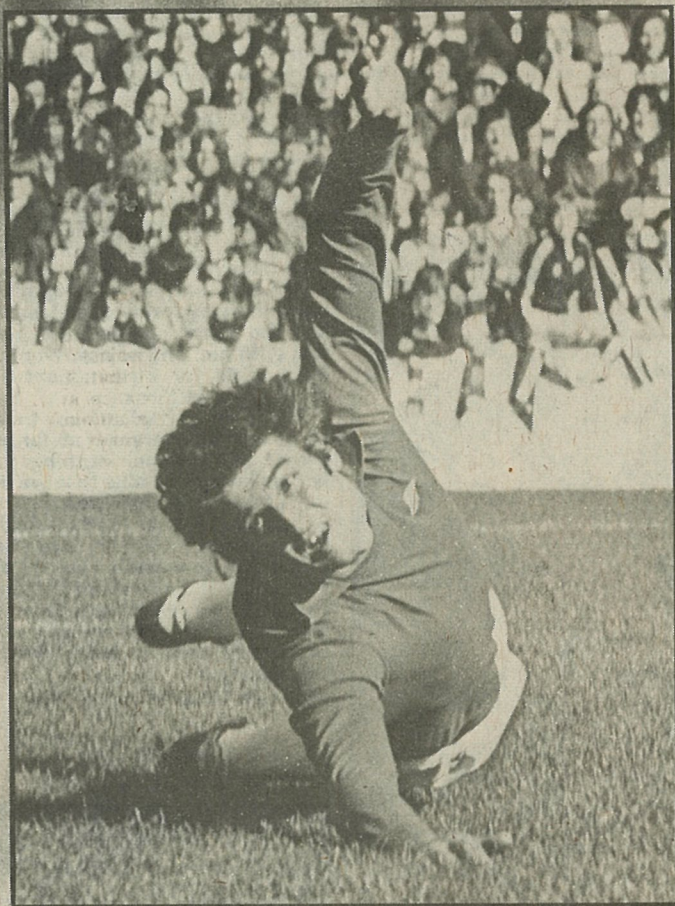
John Greig

**TARTAN TALK FROM
CELTIC'S DANNY
McGRAIN NEXT WEEK**



Supporters in Scotland will be able to see two English goalkeepers in opposition next season. When Motherwell and Celtic clash in the Premier Division, Dave Latchford (right) should be in goal for the Firhill Park side and his brother Peter (below) between the sticks for Billy McNeill's Celtic men. See the story of the Latchford link-up on page three.

BROTHERS IN GOAL



IS TRANSFER-SEEKING ALAN IN FOR A ROUGH TIME?



ALAN ROUGH has been walking a precarious tightrope for six years now. It's a tightrope that should lead to a transfer from Partick Thistle, but, strangely, he is always overlooked when the big-money clubs move in.

He knew he stood to lose more than anyone else in Scotland's hapless World Cup venture in Argentina. He was on a stage with millions watching throughout the globe. He saw it as a make-or-break opportunity to get the move he so desperately wants.

Yet, with another season just around the corner, Rough is still with the Firhill club and we are no nearer the answer to the puzzle of why he remains there after fighting off all challengers for the Scottish international jersey for the past three years.

Why, for instance, did Middlesbrough manager John Neal prefer to spend £110,000 on Kilmarnock's Jim Stewart when he wouldn't spend £100,000 on Rough? Stewart, after all, didn't even make the trip to South America as one of the stand-by goalkeepers.

It seems not everyone agrees

with Ally MacLeod's boast that Rough is "one of the best 'keepers in the world."

To be fair to Rough he never saddled himself with that title, but, obviously, it does take a bit of living up to.

There were question marks over some of the goals he conceded in the World Cup. Even before the team booked their passage he looked dreadfully slow in reacting to a dangerous situation when Czechoslovakia scored their only goal in Scotland's qualifying victory at Hampden.

Yet the same 'keeper threw Scotland a soccer lifeline at Anfield against Wales in the following game when he superbly fingertipped a lobbed effort from John Toshack on to the bar and over. John later described it as "the save of a lifetime."

Rough, though, didn't enjoy his next World Cup experience against Peru. He looked good in the first-half and had no chance with the equalising goal scored by the industrious and clever Cueto.

But, sadly, he was obviously badly positioned at both Cubillas' efforts. In fact, Rough takes the blame for the free-kick goal which sailed high into the net from 25 yards with him desperately and frantically trying to get across his line.

And, again, Rough accepts the responsibility of Iran's shock equaliser in the 1-1 flop by the Scots. This time Rough was caught out at his near post as the shot slithered into the net.

Against Holland he was caught again by a long shot when Johnny Rep exploded one over his shoulder. It was almost a replica of Cubillas' effort.

And Rough was left helpless again by a near post effort from Rene van der Kerkhof which actually passed inside him and swept right across the face of the goal.

So, now we await the next chapter in the Alan Rough Saga. Will he get the move? Or won't he?

Managers are still puzzled over his form. Unfortunately for Rough his best spell last season was in the middle of the term. He was making some breathtaking saves week in, week out, but, again, he is the first to admit his form dipped at the end of the season.

It's going to be an intriguing, interesting year for Rough. Firhill manager Bertie Auld, who has had several public feuds with his number one in recent years, was impressed by the displays from his Under-21 'keeper Billy Thomson at the end of the term.

Time is swiftly running out for Rough. It could be he has lost his opportunity of a transfer into the big-time...



Promoted Morton need 'NEW FACES'

AN avalanche of praise was heaped upon Morton and their ambitious manager Benny Rooney last season as they fought off the bids by Hearts and Dundee to finish top of the pile in the First Division.

They now kick-off in the Premier Division as proud Champions, but, obviously, things are going to be drastically different in the new season. Only a fool or a super-optimistic Morton fan would think otherwise.

For a start, the Greenock men will not be allowed the time and space they got in the First Division and their top personality Andy Ritchie (above), so highly talented, but lacking in industry, has a lot to prove among the big boys.

Ritchie was rated as one of Celtic's most promising youngsters three short years ago. Critics said he would follow in the illustrious footsteps of players such as Danny McGrain, Lou Macari, Davie Hay and Kenny Dalglish.

He made a few first team appearances, but didn't really fit in although there could be no doubt he did possess an abundance of skill and class.

Jock Stein eventually arranged a swap plus cash deal with the Greenock club with Ritchie and £10,000 going to Morton and goalkeeper Roy Baines coming to Parkhead as understudy to fellow Englishman Peter Latchford.

Ritchie might have been bitter, but he decided to show everyone he was no has-been. He linked up well with Mark McGhee and the Cappielow side went on a long run of games without defeat. Over 20 games came and went with Morton's record still intact.

At the start of last season they kept up the good work and Morton emerged as one of the best footballing sides in their Division.

Then, of course, Newcastle manager Bill McGarry paid out £150,000 to take McGhee to St. James' Park. There were whispers Ritchie would follow him to England but they never materialised into hard fact.

Now Ritchie is in among the elite. He has the natural confidence of a good player and he has a platform upon which to show his artistry.

But Morton will be under pressure. Even before a ball is kicked in anger they must be among the favourites for the drop. Last season SHOOT predicted Ayr United and Clydebank would take the plunge... and they did. What do we think of Morton? How do we rate their chances?

They are up against it, there can be no doubt about that. They will fight all the way to keep away from the dead men at the bottom and manager Rooney has already been working hard in the transfer market on a limited budget.

He signed Jimmy Rooney, no relation, from Queen's Park and then picked up former Ranger Ally Scott on a free transfer from Hibs. His most recent move was to swap full-back Tom McNeill for St. Johnstone's versatile Bobby Thompson.

It is clear Rooney must still add new faces to his lightweight squad, but he already has the likes of rugged skipper Davie Hayes, hard working Neil Orr, versatile George Anderson, experienced Denis Connaghan and, of course, unpredictable Ritchie.

Rooney could just possibly build a side that will consolidate a place in the Top Ten. We have a sneaking suspicion he is capable of such a thing.

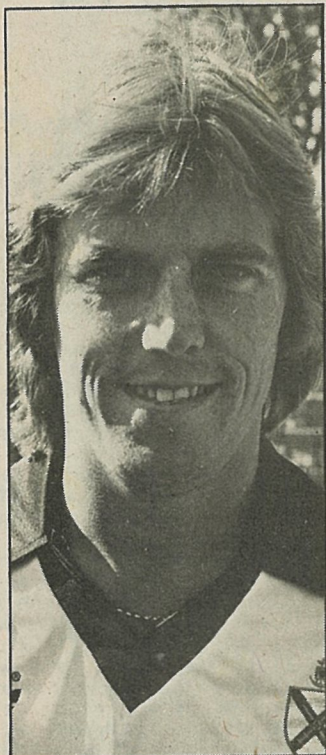
TAKE A BREAK—IT'S QUIZ TIME

1. When England met Brazil in a friendly at Wembley in May, did the South Americans have five, six or seven players booked by referee Corver?

2. Steve Whitworth (Leicester), Joey Jones (Liverpool), John Connolly (Newcastle) and Terry Cochrane (Burnley) are internationals. Which of them plays for (a) Scotland, (b) England, (c) Wales and (d) Northern Ireland?

3. Can you name the last Second Division club to win the F.A. Cup and in which year?

4. Fulham's John Mitchell (below) was recently transferred to which other London club for around £100,000?



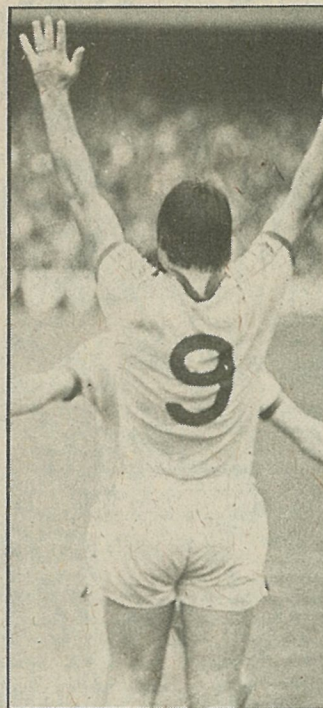
5. Was Johannes Edvaldsson a member of Celtic's League Cup side that lost 1-0 to rivals Rangers in 1975-76?

6. Did Martin Buchan (below, Manchester United), John Wark (Ipswich) or Archie Gemmill (Nottm. For.) begin his career North of the border with St. Mirren?



7. Which two present-day clubs would be playing against each other if Headington United met Boscombe St. Johns?

8. What do Chesterfield and Aldershot have in common?



9. True or false? Sir Stanley Matthews was the first winner in 1947-48 of the F.W.A. Footballer of the Year award?

10. Derby County manager Tommy Docherty slapped a heavy fine on his midfield player Don Masson. Why?

11. Can you select the correct month when the following managers were appointed by their clubs? (a) Gordon Milne (Coventry, June, July or August, 1972), (b) Ian Greaves (Bolton, September, October or November, 1974) and (c) John Bond (Norwich, October, November or December, 1973).

12. The last Football League representative side to play was in March, 1976, when they beat the Scottish League 1-0 at Hampden Park. Did Ray Wilkins, Dennis Tueart or Trevor Cherry score the match-winner?

13. The player (left) helped his club to a U.E.F.A. Cup place for 1978-79 with his goals last term. Can you identify him?

14. Queens Park Rangers won the first Football League Cup Final held at Wembley in 1967. (a) Who were their opponents and (b) did Rodney Marsh score for Q.P.R. in their 3-2 win?

15. (a) Malcolm Macdonald (First), (b) Brian Little (Second), (c) Dixie McNeil (Third) and (d) Ray Clarke (Fourth) finished their respective Divisions top goalscorers for 1974-75. Which clubs were they playing for at the time?

ANSWERS:

1. Five. 2. (a) John Connolly, (b) Steve Whitworth, (c) Joey Jones, (d) Terry Cochrane. 3. Southampton in 1975-76. 4. Millwall. 5. Yes. 6. Gemmill. 7. Oxford v. Bolton. 8. They both play at Wembley. 9. True. 10. Comments in Ground. 11. (a) June, (b) October, (c) December. 12. Cherry. 13. Bob Latchford of Everton. 14. (a) West Brom, (b) Yes. 15. (a) Newcastle, (b) Aston Villa, (c) Hereford, (d) Mansfield Town.

GO FOR THE DOUBLE ANSWERS

ACROSS:— (1) Charlton. (7) Hit. (8) Ail. (9) Aston Villa. (11) Kit. (13) Cash. (16) One. (17) Elton John. (19) On. (20) Dog. (22) Speech. (24) Hops. (25) Nee. (26) At. (28) Lido. (30) Northampton.

DOWN:— (1) Chance. (2) His. (3) Attest. (4) Link. (5) Omit. (6) Via. (8) Almond. (10) Viljoen. (12) Leighton. (14) All. (15) Hoops. (18) Once. (21) Shin. (22) Spur. (23) Help. (26) Ado. (27) Oh. (29) It.

Jumbled Name: JOHN HOLLINS.

IN NEXT WEEK'S SHOOT

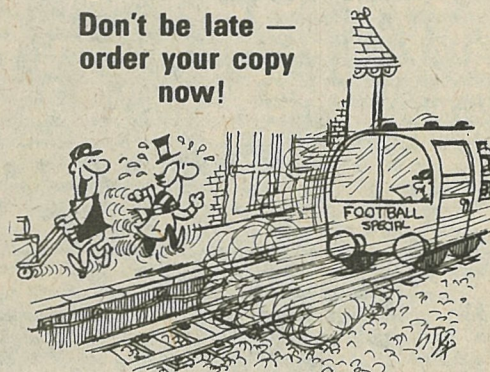
Colour: John Beck (Coventry), Mark Higgins (Everton), Ernie Howe (Q.P.R.), Focus on Billy Pirie (Dundee), and a double-page, pull-out of England and Manchester City star winger Peter Barnes.

Features: All the Second, Third and Fourth Division goalscorers since the War + Four players on pre-season training and tours + Jimmy Case on being the first player to win a new European award for the most outstanding young player in European club competition + A look at the men behind successful managers: the coaches + Cambridge United's feat in

reaching the Second Division after being a League club for only seven years + Manager of the Year Brian Clough on next season + Phil Dwyer (Cardiff City), Stuart Boam (Middlesbrough), Jim Calderwood (Birmingham), Dave Hatton (new player-manager of Bury) + The Scottish stars who face a make-or-break season.

Plus all the usual items: News Desk, Soccer in the States, Tartan Talk, Ask the Expert, the latest news from columnists Ray Clemence, Gordon Hill and Ray Wilkins.

Don't be late —
order your copy
now!



Leeds United winger Arthur Graham must qualify for the title of

'LUCKIEST FOOTBALLER IN BRITAIN'

THE reason for Graham's title is simply that while Scotland were crashing to World Cup oblivion in South America, the 25-year-old Glaswegian was enjoying his close-season break with his wife and five-year-old daughter at their country home on the outskirts of Leeds.

And that puts the chunky, goalscoring schemer in a powerful position no matter who manages the Scots as they pick up the pieces to prepare for the next World Cup in four years.

This time Graham was a shock omission; next time he should be at the peak of his career with plenty of international caps to his name.

As his former club manager, Jimmy Armfield, says: "Arthur looks one of the brightest prospects to cross the border in recent years. He's talented and tenacious, two qualities which appear to have been lacking in the team in the tournament just ended.

"I'll be very surprised if he doesn't gain a regular place next season and for a long time after that."

Armfield regarded his signing of Graham from Aberdeen for £125,000 last summer as a bargain. Graham regards it as: "The best thing that ever happened to me."

'Dividends'

He says: "I'm a much better player after my first season in the English First Division. The boss encouraged me to get more involved in the action, abandoning my role of an out-and-out winger and it paid dividends.

"I think I contributed more to the side after our chin-wag and I even managed to score ten goals.

"I must have impressed Ally MacLeod, too, because he gave me my first cap when he brought me on as substitute against East Germany.

"By the turn of the year things were looking bright for me and I realised I had a good chance of 'making' the World Cup. Eventually so many pals and Pressmen were talking to me as though I was already on the plane that I began to believe my selection was inevitable.

"I really thought there had been inspired leaks. Then suddenly I learned I'd been left out, presumably because Ally felt Willie Johnston and I were too similar in style."

Surprisingly, despite seeing his stock soar through not participating in the World Cup fiasco, Graham still regrets missing the Argentina trip. "And that's not just because I'll miss out on the £150,000 pool share-out,"



he emphasises.

"It would have been a marvellous experience to play against all those fine footballers and to have taken part in the greatest Soccer show on earth!

"Any professional must benefit from sharing a pitch with world-class performers. Just think what I could have learned from such as Johnny Rep and Robbie Rensenbrink.

"It takes great strength of character to play in such a high-pressure tournament but I think I would have been equal to the demands. Now I've set my sights on the World Cup in Spain in 1982."

So Graham's memories of this summer's Soccer jamboree are of many hours watching the games on television and of reading the scandal stories in the newspapers.

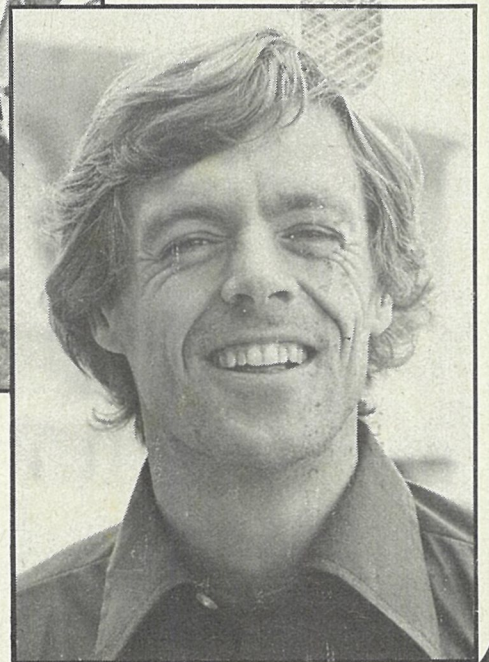
Plus a small cheque for his involvement in one or two of the advertising sessions. The most famous advert, of course, was the Chrysler "spot" which so embarrassed the car makers in view of Scotland's dismal displays.

"The tournament was a disaster for the Scots — the whole of the country, not just the players," says Graham.

But he refuses to accept that Ally MacLeod is a poor manager. "I was a player under him at Aberdeen and I thought he was a good boss," he insists. "He's a strict disciplinarian. He won't put up with misbehaviour.

"Any player who stepped out of line would have been sent home on the next plane. It seems to me that the main trouble has been over money. No doubt the truth will come out at any inquiry. I don't want to get involved in controversy."

Arthur Graham is wise. If he concentrates on building on his reputation as one of the most combative, talented and eager forwards in English football, avoiding trouble on or off the field, he can look forward to a bright future.



Arthur Graham (above) is aiming for the 1982 World Cup Finals. Graham would have learned a lot from playing on the same pitch as Holland's Johnny Rep (right).



GERRY SWEENEY
Bristol City

SHOOT!